UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

Number 43 June 20, 1945

FOR MAGAZINE FOODS EDITORS

(Advance Information--~~Confidential~~)

Same old story with only a few variations. Shortages will continue to straight jacket any impulse to feature most rationed foods.

'Could be worse, though, For despite cuts in supplies of many important food items during recent months, it's still true that the over-all food supply for civilians for 1945 is expected to be 2 to 4 percent above the average level in 1935-39.

The May issue of the National Food Situation, released several weeks ago, contains an analysis, by commodities, of per capita supplies available in past years and in prospect this year. In case you missed it, you might be interested in the following excerpt:

> "For most of the foods, civilian supplies of which are expected to be less in 1945 than in 1944, per capita supplies will be about as large as in the pre-war years, 1935-39. Major exceptions are butter, canned fish, and sugar -- per capita supplies of which will be considerably below pre-war levels. Current indications are that per capita meat supplies will be only slightly under 1935-39.
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> From the nutritional standpoint, the increased consumption since 1935-39 of fresh vegetables, fluid milk, eggs, canned fruit juices, citrus fruit, and whole grain and enriched cereal products will provide more of the essential nutrients except calories than will be lost through reductions in other foods, compared with pre-war years. Prospective food supplies will be more than adequate in all parts of the United States to meet all essential food needs according to present dietary standards."

Caution: In making comparisons between per capita supplies available in 1935-39 and now, don't forget that higher purchasing power has increased the effective demand -- so often makes the same amount appear to be less.

Happy Hope -- There should be considerably more poultry come October and November than there is now. For one thing that is the peak of the marketing season. For another, efforts to expand production should be showing results. Demand, of course, will be terrific.

Prospects for an all time record production of turkey -- currently estimated at 600 million pounds, dressed weight -- should mean as much turkey for civilians this year as last, despite higher military takings. 'Could mean a fraction of a pound more per capita. But it would be rash and reckless to imply a turkey in every roaster, come Thanksgiving. As a matter of fact, share-the-turkey suggestions would be more in line with the facts as they now appear to be shaping up.

Cranberry Consolation -- Latest crop estimates hold out hope for a normal crop of cranberries this year. This should ease up the supply situation for both fresh and canned cranberries this year as compared to last when the crop was abnormally short. Military will continue to take a considerable part of the canned product. Percentage cut for Army is likely to be smaller this year in view of larger total supplies in prospect, however.

Sugar — Too many factors to say with any certainty, but you can bet supplies will still be tight.

Dried fruits of the sweeter sort should help relieve the sugar shortage somewhat. Present prospects are for somewhat larger supplies of dates, if plans for importing larger quantities than last year materialize. Domestic production has been increasing in recent years but it's still too early in the season to know how this year's crop is likely to turn out.

With an average crop of California figs currently in prospect, news that 2,800 tons of Turkish figs will be available for import to this country, brings hope that civilian supplies will be somewhat more plentiful than last year.

Raisins? Although the regulation which set aside practically all seedless grapes for making into raisins will not be in force this year (as it was the past two years it's hoped that production will be sufficient to give civilians about as much as in 1944.

Fewer eggs this fall. Production drops seasonally then. Also we've been eating eggs at such a rate that not enough are going into storage to compensate for the drop in production. Officials are pondering the problem, but it's a tough one.

Meat — Over-all supplies are expected to be somewhat better by October and November, though they will still be plenty tight. Seasonal pick up in marketings of meat animals is one favorable factor. Also, the OPA program to channel more meat into federally-inspected plants should by that time have resulted in more meat for the city markets that haven't been getting their share. In that connection, it's well to remember that a fairer distribution doesn't of itself increase supplies. Actually people in some areas will be getting less. That's only fair if they have been getting more than their share in the past.

A larger proportion of the meat that is going to the Pacific is going in cans. Result: the army is buying more of the low grades of meat than last year. Consequently, housewives aren't likely to find as much utility meat on the market as they did at the same time last year. New subsidy for cattle feeders is expected to result in a larger proportion of high grade meat.

Fish — Outlook is for more fresh fish on the market in October and November than last fall, due to heavy production. So far this year, the catch has been considerably higher than a year ago and it is expected to continue relatively high. There will be less, of course, than in the peak summer months. The outlook is for smaller stocks of frozen fish than a year ago, when stocks reached a peak of 130 million pounds. Per capita consumption of fresh fish is way up, leaving less to go into storage.

Supplies of canned fish are expected to be down from last year, when you'll remember they were uncomfortably tight.

Dried beans — They'll continue tight throughout next year because of big military and relief demand. New crop will be on market by October and November though. So supplies should be more favorable than now — unless heavy military buying or a crop failure upsets the normal movement.

How big a crop? Could be larger than anticipated because wet, cold spring in New York and Michigan bean-producing areas has crowded out some competing crops.

Canned Goods — Somewhat less commercially canned fruits and vegetables are in prospect for civilians in 1945-46 than last year. How much less will depend on the military take and the size of this year's pack.

Sirup in canned fruit will be thinner to save sugar but the taste will still be okay.

Intensive campaigns to increase Victory Gardens and Home Canning will undoubtedly help greatly to relieve pressure on supplies of commercially canned fruits and vegetables. Thanks for all the good work you've been doing in this connection.

Whatever happens we'll have enough bread. Rumors to the contrary, there's no prospect of rationing bread. A record wheat crop precludes any such possibility.

Rice is a different story. If we have any for civilians (other than diminishing supplies already in distribution channels) it will probably be limited to a few heavy consumption localities in the South, where rice is a diet mainstay.

Fats and Oils — Though supplies are expected to reach their low point in August and September, there doesn't appear to be much justification for expecting a noticeable improvement in October or November. Relief needs are very great and this winter will be the really critical period in the liberated areas.

Lard — Supplies for civilians will continue to be tight. There is little improvement expected before the first of new year.

Oleomargarine -- While there may be somewhat more in actual volume, cool weather usually ushers in a seasonal increase in demand. Net result: the homemaker's chances for picking up a pound at a particular time may be little, if any, improved.

RELEASABLE

Butter -- Situation should be better than last fall. Dairy experts are confidently hoping that military procurement policy which has been to increase the set-aside during the flush season and reduce it when production falls off will keep civilian supplies on a more even keel this year.

Evaporated milk will continue tight. Cheese ditto.

Fluid Milk — Prospects are good for as much as last fall when production was at a record for that time of year. Supplies will probably be somewhat tighter than during the present flush season, however; but they will continue adequate.

Fresh Vegetables -- It's a big guess just what the supply situation will be as the fall truck crops are not even planted yet and after they are there's the weather to reckon with. If potato crop is good and farmers reach acreage goals there should be an ample supply of spuds on the market in October and November. Cabbage is the only early fall vegetable for which farmers' planting intentions were reported last spring. If they follow through with plans and crop is average, supplies will be larger than last fall.

Fresh Fruits -- Apples will be very short, due to late frosts in some producing areas. June Crop Report forecast a possible record low in production for the country as a whole.

Grapes -- Late western grapes and eastern grapes will be coming on the market, but it's too early to go all out in guessing on supply. As of June 1, the prospect was for a larger California crop in 1945 than 1944, according to the Crop Report. A fair crop of grapes is indicated for New York and Pennsylvania. Light crops are in prospect for Michigan, Ohio, and Arkansas.

Pears will be on the market in October and November. The prospect on June 1 was for a crop almost as large as last year and 10 percent above the average during the 10-year period, 1934-43.

Citrus -- A bright note here. The supply situation for citrus is expected to be excellent. Crop prospects, as of June 1, were favorable in all producing states except Florida.

(Prepared by Elizabeth Spence, pinch-hitting for Anne Carter. Anne has been on the sick list but will be back soon. Address any inquiries to her at Commodity Credit Corporation (OS), War Food Administration, Washington 25, D. C.)

UNITED STATES DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION

Number 46 November 13, 1945

F O R M A G A Z I N E F O O D S E D I T O R S

Advance Information ~~(confidential)~~

SUGAR -- This is still the most critical item on the food supply list. However, there are indications of improvement in the supply in the latter part of the first quarter of 1946.

Pictures of the 1,600,000 tons of sugar found in Java have fired imaginations and raised hopes everywhere, it seems. However, as long as revolutionary disturbances continue in Java, it will be difficult to say when the sugar will be moved.

FATS AND OILS -- About the same supply in the first quarter of 1946 as we've had in the fourth quarter of 1945 -- that is unless the vegetable oil crop is larger than is anticipated at present. Vegetable oil beans -- peanuts, cottonseed, and soy, as well as corn -- are still being harvested as this is written.

More Margarine than at present, is predicted and less butter. Release of restrictions on heavy cream, plus the fact that much milk is still going into cheese and evaporated milk, will add up, probably too, not enough butter to meet demand.

Demand for inedible fats will continue to exceed supply, and the need for fat salvage may be expected to continue well into next year.

FRUIT -- Grapefruit -- will be in abundant supply in February. An excellent crop is predicted and military demands are reduced. Oranges, too, will be in good supply.

Plenty of canned grapefruit juice, orange juice, and canned blended juices, too, but canned grapefruit segments will not be back to pre-war supply this season.

FROZEN FRUITS -- will be generally more plentiful than a year ago, with peaches the leader. However, it is expected that a large proportion of frozen fruits will be marketed in institution-size packages. Not many frozen cherries. The military is still very anxious to obtain these.

DRIED FRUITS -- Prunes -- plentiful. Raisins -- not so many as last year. There was no restriction this year on the use of raisin grapes for wine, and fresh market demand was unusually good. Also, bad weather at drying time caused a good deal of loss through mold. Dried peaches -- More than we've had since the war began, but alas! fewer apricots.

VEGETABLES -- Potatoes -- Hardly a confidential item is the news that there will be plenty of these.

Green and Yellow Vegetables -- beloved of nutritionists, will be in plentiful supply if the refrigerator car situation eases, as seems to be the prospect. Chief among these items will be carrots and cabbage.

Canned Tomatoes -- are the only vegetable remaining under set aside order. Most other canned vegetables, particularly green beans, peas, corn, lima beans, and beets -- will be in much better supply than last year.

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Frozen Peas — will be in heaviest supply in this group — heavier than a year ago at the same time.

EGGS -- plentiful in February and prices should be down.

CHEESE -- There's hope for real cheddar -- but not by February.

POULTRY -- Chicken -- marketings are usually low in late winter but prospects are for a good supply of bakers and stewers.

Turkey — more than normal for this time of year.

MEAT -- Beef — Present indications are for more good steaks by late winter. More cornfed beef will be slaughtered about then.

Pork — More than last year at the same time and more than during the last quarter of 1946.

Veal — February is usually the low point for veal marketing. Improvement begins in March and April.

Lamb and Mutton -- While smaller production is expected than for the same period last year, improvement in total meat supply will help to balance this shortage.

IMPORTS — Winter Tomatoes — from Mexico are due in February. There's no information yet on probable volume.

Pears and grapes -- from South America will begin to appear in some quantity in Eastern Seaboard and Gulf coast markets.

Did you know....

Houston, Texas, housewives have told what they think are the best uses for dried milk? Sixty percent used non-fat dry milk for cooking and baking. Forty percent used the dry whole milk for the same purposes. About 18 percent used dry whole milk for coffee cream. You can get the details from the June issue of The Marketing and Transportation Situation, Bureau of Agricultural Economics.

Prepared by Anne F. Carter, Information Service, Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C. Further inquiries should be addressed to her.

UNITED STATES DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION

Number 47 December 17, 1945

FOR MAGAZINE FOODS EDITORS

Advance Information ~~(confidential)~~

MEAT — Beef — March and April will be the high point for high quality meat this year. Near-record numbers of cattle went into feed lots during the winter months, and nearly all beef reaching retail markets about that time will be coming from them. Production as a whole will be substantially higher than a year ago and non-civilian demands are far less. In March and April, 1945, fully 33 percent of our beef was going for military and lend-lease requirements. This year not more than 12 to 15 percent is being taken for non-civilian needs.

Lamb — There'll be less lamb than at the same time a year ago. Production is down and movement into feed lots during the winter months was 25 percent less than a year ago.

Pork — This year hogs are coming to market 30 to 60 pounds heavier than average. Supply will be relatively plentiful in March, though the peak for fresh pork will come in January and February. March will be the peak for cured pork — bacon, ham, smoked shoulder, etc., — with declining supplies of fresh.

POULTRY — The first six months of 1946 will see an all-time high supply of poultry. We begin the year with record holdings in storage, and the prospective supply of broilers and fryers will probably be the highest on record for that season of the year. In April and May they will be especially plentiful in the region from the Mississippi River on East.

EGGS — As sure as spring comes it seems, we have a super-abundance of eggs. This year is no exception. In fact this is going to be a record spring, as far as we can tell right now.

Last year we told you almost the same thing and we proved to be wrong. Reasons were: First, increased military requirements for meat reduced civilian supplies to a point lower than expected; second, we underestimated the egg-eating capacity of the public. In 1944 consumption averaged 350 eggs per person — an all-time high which no one thought could be beaten. But it was. In 1945 we literally ate up the surplus, averaging 390 eggs per person for the year.

This year, with meat and poultry in better supply it seems hardly probable that we will eat as many eggs as we did last year. Added to that, military and foreign demands have fallen off and production has not. Because of the high prices to be had for eggs last fall, farmers did not cull their laying flocks as they ordinarily do. So the old hens, that ordinarily would have been marketed, are adding their production to that of the pullets.

You see what mountains of eggs it all adds up to. You food editors will undoubtedly be asked by the industry to give all the help you can, particularly from late March through early May.

CHEESE — Much more cheese in April than we've had for a long, long time. And — this is really good news — a much higher proportion of it will be natural cheddar. Steps are now in progress which will bring about that happy result. You can't let yourself go with cheese recipes yet, however. It will take two or three months before this supply is anywhere near up to demand.

Milk — Plenty. The seasonal shortage will be a thing of the past and we will be going into the flush period.

Butter — There'll be little change here — still tight.

The present shortage of cottage cheese will be past by April.

FISH — Frozen — Stocks of frozen fish are the highest in the history of the industry — 150 million pounds on December 1. This is 18 to 20 million pounds more than the peak previously reached. Much of this is in quick-frozen fillets. Fish people are a little worried about all this fine fish. They want a sizable amount of it eaten up before the time comes to start storing the new pack in the late spring.

Fresh — Not much until the latter part of April when seasonal landings begin. March to early April is the low point in the fish year.

Canned — Much better supply than a year ago because of reduced military demands, but it will be some time before it is up to pre-war quantities. No reserve stocks have been built up yet. Salmon, tuna, and sardines are all on grocers' shelves now, but the supply is not equal to the demand. Civilians will get about 3.2 pounds per capita this first quarter of 1946 as compared with the pre-war average of 5.4 pounds.

FATS AND OILS — Only light in this gloomy situation is that lard is coming to market at this season. There may be about 10 percent more than we had last year. This will not make any improvement in total quantities of shortening and oils, however, because oil seed crops are not coming up to predictions. So the word is still, go easy on recipes calling for fats. Fats and oils experts "hope we have as much margarine as we had at the same time last year."

VEGETABLES — New potatoes — will be coming to market to add their numbers to the already abundant supplies we've been talking about these months past.

Other early vegetables from the South, California, Arizona, and Texas will also be appearing in northern and eastern markets. Less asparagus than in pre-war springs, but you'll be safe in featuring early beets, cabbage, and carrots. Present indications are that, weather permitting, supplies of all three will be in the abundant class by April.

FRUIT — April will be a thin time for fresh fruit, except for citrus. We'll still be getting oranges and grapefruit from Florida, thanks to a late bloom this year. Supplies of apples and pears will be about exhausted by April and it will be too early for new crops.

Prepared by Anne F. Carter, Information Service, Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C. Further inquiries should be addressed to her.

UNITED STATES DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION

Number 48 January 22, 1946

F O R M A G A Z I N E F O O D S E D I T O R S

Advance Information ~~(confidential)~~

SUGAR -- Allocations for the second quarter are not even in the discussion stage at this writing. However, the sugar people seem to be hopeful . . . with reservations . . . of some increase in supply. Factors contributing to this reserved hopefulness are:

Reduced military needs. Better crop than last year's unusually short one is expected from Cuba. In fact the sugar crop for the entire Caribbean area -- Puerto Rico, Haiti, Santo Domingo and British West Indies -- will probably be an improvement over 1945. April is the height of the grinding season there, so by May and June we should see results. Improvement in distribution is also expected, particularly in the Northeast.

No sugar from the Philippines this year. We will have to ship some to them from our Pacific Coast. Cane fields were so nearly destroyed that what little cane there is left must be used for new plantings. It is quite possible that requirements of the Islands will take all their 1947 production.

No word yet on that much publicized Java sugar. Even when the political situation is stabilized, there are many difficulties to be overcome before the sugar can be moved. Also, what the share of the United States will be cannot be forecast yet.

FATS AND OILS -- A slight improvement in the supply of shortening and oils may be expected. Military needs are less and civilian quotas for the first quarter are 4 percentage points higher than for the first quarter of 1945. It seems likely that this increase will be continued in the second quarter.

Margarine -- About the same as for the same time last year, but may seem like less, if butter is still tight.

Butter -- By May we will be in the high production season for butter -- but regardless of what happens to price, economists think demand will far outrun supply at that time.

Olive oil -- Sorry about this one. It will be hard to find this year -- harder than last. Drought in the Mediterranean countries means almost no imports and the California crop was very short.

RICE -- Supply will be even shorter than last year. We are sending rice to the Philippines and, through UNRRA, to China. While we may still be able to get it in the Northeast where rice consumption is sporadic and casual, it looks as if the South and Southeast will feel a real shortage of this dietary staple.

POULTRY -- What we said last month is still good, but May will be the low point in the six-months all-time high predicted. May is a between seasons time for broilers. By June the spring hatched chicks will be in the market.

EGGS — We hope you did your duty by eggs in your April issues. But if you didn't, May will be almost as good. The abundance will still be with us.

FRESH VEGETABLES — Lettuce — Good news on this. The late February and March crop promises to be the heaviest in years, so it seems safe to predict that the supply will continue good into the second quarter.

Potatoes -- Almost all the old potatoes will be gone by May, but heavy supplies of new potatoes will be on hand.

Carrots, Cabbage and Beets — The abundance predicted last month for these will still be with us -- especially cabbage.

FRESH FRUITS — Too early for any prophesy on tree fruits, but here's good news:

Strawberries -- More than we've had for several years, though not yet up to pre-war quantity. This prediction is based on announced plans for increased acreage.

Melons -- These too, probably will be in better supply than at any time since pre-war. By May, we should be getting a few Cantaloupes and Honeydews from California.

Pineapples — May is the month for pineapples from Cuba and Puerto Rico. No word on the crop at this early date, but there should be more than last year, because of more ships.

CHEESE -- Some aged cheddar should be in the stores by May. As for foreign cheese, imports are what the statisticians call "negligible" — less than 10 million pounds in 1945. (In the 1930's imports averaged 30 million pounds a year.) But domestic production of foreign type cheese, especially Italian, is running at a record rate. 1945 estimated production was 60 million pounds as compared with the pre-war 1935-39 average of 17 million pounds.

MEAT — Not much to add to last month's statement on meat.

Beef — Non-civilian demands much lower than a year ago.

Veal — April-May is the top production month for light weight, high quality vealers.

Prepared by Anne F. Carter, Information Service, Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C. Further inquiries should be addressed to her.

UNITED STATES DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION

Number 49 February 19, 1946

F O R M A G A Z I N E F O O D S E D I T O R S

Advance Information ~~(confidential)~~

BREAD -- The big news about the new "dark" bread is that it isn't dark. The sample loaves made from 80 percent extraction flour milled at the Beltsville Research Center are not, in my opinion, even "ecru" -- as some of the papers suggested. The crumb is just a shade more ivory and the texture a little closer than the loaf made from 72 percent extraction flour which was exhibited with it. As to flavor, reports vary as they always do on flavor or taste. Some say it has a more wheaty flavor, and others can detect no difference from the bakers' bread they are accustomed to.

Nutritionally we will be just as well, if not better off with the new bread. It will be enriched to present levels, and for those who have been buying unenriched flour for home baking, the new flour will provide more vitamins, especially thiamin.

Recipes for home baking will be tested by the Bureau of Human Nutrition and Home Economics as soon as possible and the results announced. You will receive a "Bread Special" if it seems that one would be helpful to you.

Meantime, you food editors are in strategic positions to do a great job for world peace, just as you did for winning the war. Suggest to your readers that by introducing her family happily to the new flour and bread, the homemaker can make a personally small but actually very large and real contribution toward relieving the suffering and hunger now rampant in the world.

MEAT -- As you know, feed supplies go hand in hand with meat and poultry production. What effect the increased export of wheat for emergency feeding will have in this situation has not yet been determined. As soon as a statement can be made you will receive it.

JUNE VEGETABLES -- Green Peas: This early summer favorite plays a star role on menus this month and prospects are for a heavy supply. Some people think that the frozen peas have almost crowded fresh ones out of favor, but if you still love the fresh ones you have to shell yourself, June is the month to try them.

Tomatoes: Too early for the locally grown ones in most parts of the country, but June is the peak month for shipped-in tomatoes.

Lettuce: Heavy increase in lettuce, particularly iceberg from California -- that is, if the refrigerator car shortage eases up by then as predicted. Growers have not been able to ship all the lettuce they had on hand recently because of lack of cars.

Snap beans: Will be in excellent supply, too, although their peak months are August and September.

Cucumbers: Lots of these too, from the South.

Spring onions: Not as many as usual. Bad weather at the time of the first planting is the reason.

JUNE FRUITS -- Citrus: That late bloom in Florida we talked about last month will add to the supply of oranges and grapefruit even as late as June. So in addition to the California Valencias we'll still be getting Florida fruit too, making the supply unusually good for that time of year. Experts think not much of the grapefruit will be marketed fresh as, in general, it will not be of top quality and will be processed.

Cherries and apricots from California are due in June, but no word about the crop yet.

Melons will be coming in too, and in better supply than in several years because of relaxed controls and good prices received last season.

CANNED FRUIT -- This will be really scarce in June and for the next several weeks afterwards because supplies will be just about exhausted, and the new pack will not begin to reach retail shelves until August and September.

CHEESE -- Not much to add to last month's statement except that demand for cheese is so high that even though a record supply is in prospect it may still be hard to find in some localities.

FISH -- Supplies of fresh fish should be good this summer because more fishermen are back at their work and there are more and bigger boats for them to work with. We'll probably have more shad this spring than we've had since before the war. June is the month for lemon sole and other flounders; also crab, lobster, and scallops from the Atlantic; halibut and silver smelts and lingcod from the Pacific. There'll also be some fresh salmon (chinook), but the season really begins in July. Great Lakes will have yellow perch and their justly famous white fish. Gulf Coast fishermen's biggest June catch is groupers.

POULTRY -- About that record supply of poultry for the first six months of 1946 we spoke of in the December letter -- you may be interested in a breakdown. There's double the amount of chicken and triple the amount of turkey on hand than there was at the same time in pre-war years. In addition, this year we had an unusually large number of breeder turkey hens. These will be processed in April and May, bringing turkey supplies to a new high for early summer.

SUGAR -- Home canning will be in many minds as plans for June are made -- and the sugar news is not cheerful. Early in March OPA expects to validate a stamp for 5 pounds of sugar for canning. At the same time, they will announce that they do not know whether any additional sugar stamps will be validated for canning. Home canners will be smart to assume that 5 pounds per person is all that will be available. That means more guidance from food editors on canning with minimum amounts of sugar and with substitutes.

Prepared by Anne F. Carter, Information Service, Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C. Further inquiries should be addressed to her.

UNITED STATES DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION

Number 53 June 25, 1946

F O R M A G A Z I N E F O O D S E D I T O R S

Advance Information (~~confidential~~)

MEAT — November and December are the normal peak months for pork and beef.

Pork — Set asides, as now written, call for the equivalent of approximately 25 percent of pork products and 50 percent of the lard production.

Veal — Forty percent of the utility grade is set aside.

Beef — Set asides take 40 percent of the Commercial grade, 55 percent of Utility, cutter and canner combined.

Mutton — The set aside was small and it is now terminated.

Canned Meat — Set asides on this will end July 13.

WHEAT PRODUCTS — By December — and even before — the supply of bread and other wheat products should be 85 percent of 1945. We are living through the most acute months of a world emergency, and while conservation should still be our theme this fall and winter, local shortages will not be as acute as those we are experiencing just now.

Whole wheat flour — Several people have asked why there isn't more whole wheat bread in the stores. There's nothing in the order limiting the grind of wheat for domestic flour distribution to prevent millers from making whole wheat flour. However, since millers are permitted to grind less wheat than formerly for domestic distribution and can dispose of all the white flour they make, it may not be worth their while to change over for a small amount of whole wheat.

YEAST — Rumors of a yeast shortage prove to be purely of local origin. Whatever shortage in supply exists is expected to be only temporary and due to the increased use of yeast by housewives. Bakers, naturally, are using less yeast than formerly. When distribution is adjusted to meet the shift in demand there should be no difficulty. Interesting development is the use of Active Dry Yeast in preference to the soft yeast cake. Active Dry Yeast in granular form was just being launched when the war started. Because of its superior keeping qualities, the entire supply was taken by the army, so housewives are only now having the opportunity to try it out. Reports on use of the new yeast are uniformly favorable. It is usually sold in waxed paper envelopes and keeps for months.

CORNMEAL — With prospects for a three billion bushel corn crop the outlook for cornmeal will be brighter when new corn comes to market next fall.

CANDY — The sweet situation this Christmas may be just a little better than it was last year when confectioners were allowed 50 percent of their 1941 supply. Allocations for the fourth quarter have not yet been made, but it is hoped that the candy makers' allowance will be brought up to 60 percent.

DRIED FRUIT — Imports — Dates from Iran and figs from Turkey will be on hand this winter to swell total supplies and add variety to holiday sweets.

TROPICAL CONTRIBUTION — Word comes from the United States Experiment Station in Hawaii that tests are being made of quick-frozen mangoes and quick-frozen baked bananas for export to the U. S.

Postscript for those who did not get to the New York meeting on May 29:

Lively discussion on the advisability of featuring bread and other wheat products this fall and winter occupied much of the time. It was agreed that how-to-do material on use of the new flour should not be omitted, but that it would not be necessary to make a feature of this. Suggestions for holiday desserts, using little or no flour were brought up, with the thought that many readers might willingly forego traditional pie and cake if they were guided toward some suitable alternative.

Supplies of all major foods were touched on, but practically all this was covered in the May 27 letter, prepared before the meeting.

To those who attended the meeting:

You are a gallant and rugged group to come twice to a meeting in such abominable weather. It was stimulating to meet you, and your notes of thanks to me for coming have made the job seem really worth while. Thank YOU!

Prepared by Anne F. Carter, Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C. Further inquiries should be addressed to her.

UNITED STATES DEPARTMENT OF AGRICULTURE
OFFICE OF INFORMATION

Number 55 September 10, 1946

FOR MAGAZINE FOODS EDITORS

Advance Information (~~confidential~~)

Many of you food editors were disturbed by the sudden lifting of the 80 percent extraction flour order. I understand how it must have upset your plans and wish I might have helped. But even if I had been in town, I could not have given you any advance information because there was none before the press release on the subject. Your splendid cooperation in the use of Emergency Flour was greatly appreciated by the Department of Agriculture, and we all wish circumstances had permitted giving you warning of this change.

Information I send you in the coming weeks will be the most accurate and complete available at the time, but forecasting is a very poor business to be in at this stage in world history. And 3 to 4 months is a long, long time ahead. Secretary Anderson said recently, "It is not possible at this moment to see definitely what our job will be...we face a good many questions about the future of food relief — the extent of the world shortage, the extent of the demands against our supplies, the timing of those demands, the kinds of food that the hungry nations will buy."

FLOUR -- Total supply of flour is not increased by removal of 80 percent extraction regulation. At present millers are still allowed, for domestic distribution only, 85 percent of the wheat they used before emergency measures went into effect. They can, however, resume production of all kinds of flour.

In view of the fact that the Famine Emergency Committee has termed this only a "breathing spell," in the fight against world hunger, it would seem that January and February food pages might well continue to stress conservation.

MEAT — Supplies currently are very short and likely to remain so for sometime. However, light marketings now will tend to increase supplies at a later date depending on how rapidly stock now being fed is ready for market. Since January is the peak month for pork marketings it looks as if January and February might be good months for meat eaters.

POULTRY — Abundant storage stocks mentioned so frequently in recent months more than likely will be almost exhausted by February. And we are eating fresh poultry at such a rate now that stocks are not building up as rapidly as normal. So better watch out about featuring chicken or turkey in February.

DRIED PEAS AND BEANS — Supplies are expected to be far better than they were in January and February 1945. Larger crops are in prospect, and only prolonged fall rains at harvest time could reduce them. Increased ceiling prices, recently announced, will probably take these items out of black market and bring them into legitimate retail channels. UNRRA is not taking beans and peas. Foreign claimants will buy their allocations in the

commercial market.

EGGS — By February the supply of fresh eggs will increase seasonally, and while prices will be higher than they were at the same time last year, they will be lower than during the fall and early winter.

SUGAR — Don't get your hopes up about more sugar for home use. The overall supply picture will remain about the same in the first quarter of 1946. The "increased supply" mentioned in the papers refers to improved distribution. Western beet and cane sugar is being moved to Eastern centers in order to meet current ration stamp requirements.

More hard candy for Christmas would seem to be confusing news in view of these supply statements. This candy, however, is not to be made from U.S. sugar, but from sugar held by Cuba for her own consumption, after export requirements have been met.

FATS AND OILS — Our supply of edible fats and oils is at the lowest level in 20 years, and there's not much hope of relief any time soon.

Newspaper accounts of increased imports of copra raised hopes, but investigation reveals that this is outweighed by two other factors: UNRRA purchases, and decreased imports of palm oil from Africa. In 1945 we received 66 million pounds of African palm oil. So far this year we have received only 15 million pounds. European countries and Great Britain are again in the market for the African oil.

FISH - Frozen and Fresh — As in the case of poultry, high storage stocks of fish will probably dwindle rapidly in the coming months. However, fishing continues until about November 1, when weather intervenes, and stocks will be rebuilt during that time. So it seems that fish dishes will be a good bet for February.

Canned — The 30 percent set-aside on salmon (except Chum) continues in effect. The salmon run was poor this year, and the pack will be the smallest since 1921, so better not make a mistake and feature salmon. Tuna is another matter — supply is plentiful. So far there has been no packing of California sardines this year, but more Maine sardines than usual. Also, we are importing from Norway 800,000 cases of sardines — about 60 percent of our prewar average.

DAIRY PRODUCTS - Butter — Will continue short.

Fluid Milk — Not abundant, possible shortage in some areas.

Evaporated — All we need, at around present prices.

Condensed — Probably short on account of sugar.

CITRUS — By January and February we'll be enjoying the peak of that record crop of oranges and grape fruit.

APRICOTS — The crop is now in and the pack is definitely a record breaker. In our last letter it was mentioned as a mere "good sized."

All other fruit and vegetable information in last communication is still good.

Prepared by Anne F. Carter, Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C. Further inquiries should be addressed to her.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

Number 58 January 30, 1947

F O R M A G A Z I N E F O O D S E D I T O R S

Advance Information (~~confidential~~)

Reports on record 1946-47 crops and removal of controls on nearly all foods make planning food pages three and four months ahead much simpler than it has been for several years. It's a question whether you still need any so-called advance information. Perhaps the most useful thing this letter can do is to warn you of conditions which still are not what could be called normal. Suggestions as to kinds of news which you might find useful will be most welcome.

FATS AND OILS — By May and June supplies of shortening and salad oil in retail stores will not be as plentiful as they are right now. At present we are enjoying increased supplies of lard and the peak of production from vegetable oils. Four months from now we will be between seasons on vegetable oils — grinding of the new crop oil seeds do not begin until much later — and in the seasonal decline of lard supplies. Because of the 11 percent reduction in the fall 1946 pig crop, this seasonal decline will result in even less lard than we had at the same time last year. So, all in all your readers will not have a free hand in the use of these products this summer.

RICE — There seems to be plenty of rice around just now, and there is. Our share of the 1946 crop is coming into the stores in what appears to be good supply. However, the statisticians tell us that by late spring and early summer this supply will be just about exhausted, and it will be too early for any 1947 rice. This sounds like an invitation to hoard, so please remember that this little sheet is still supposed to be confidential. Opinion here is that featuring rice in May and June might be embarrassing to you, so I pass it along for your information alone.

SUGAR — An additional five pounds after April 1 is a fairly sure thing, though no one will say categorically that it will be available. Whispers are prevalent that there will be another five pounds before the year is out — but these are definitely rumors. If anything positive is known, you will be notified at once.

BUTTER — More than we've had in several years. At least more will be produced. How much will go to market and how much to storage to wait for the season of scarcer supply is the uncertain factor in the situation.

POULTRY — Broilers and fryers are expected to be in seasonally good supply. Turkeys are the problem in this field. Storage stocks of the oversized birds still are high. Whether retailers can be persuaded to handle and housewives to buy the cut up turkeys as they did this winter is a question.

EGGS — Don't overlook the seasonal high in egg production this year. You did superlative work on eggs during the war when circumstances demanded it, but even this year there may be numbers of your readers who will welcome reminders that eggs make excellent main dishes at comparatively low prices.

BEEF — No doubt this will be the star performer on late spring and early summer menus. The supply of all grades is expected to be above average. Better grades will be fairly plentiful. Record numbers of cattle went into feed lots last fall, and this will be the season when large numbers of finished animals go to market. Opinions differ as to whether or not this good supply will bring lower prices.

DAIRY PRODUCTS (except butter) — Milk - Demand for fluid milk will not be as high as it was at the same time last year and demand for cream is expected to be higher. One result of this situation will be plenty of cottage cheese made from skim milk. Supply of most types of cheese will improve. Evaporated milk will be in good supply, and predictions are that demand for milk in this form will increase.

FISH — Storage stocks of frozen fillets of fish are at an all-time high and should make good buys. Varieties in greatest quantity are rosefish, cod, sable fish, and halibut.

GOOD NEWS — More strawberries this year than we've had in a long time. More labor available and more new plantings have brought this about.

NOTE — As many of you probably know the Annual Report of the Chief of the Bureau of Human Nutrition and Home Economics is out. The supply is limited so that there will be no general distribution. However, the Bureau will be glad to send it to any of you on request.

Prepared by Anne F. Carter, Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C. Further inquiries should be addressed to her.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

Number 60 March 28, 1947

F O R M A G A Z I N E F O O D S E D I T O R S

Advance Information (~~confidential~~)

MEAT — Beef will be the mainstay in this Department in August. The fall run of cattle will be in progress, and while most of the meat from these animals will be of Utility and Commercial grades, some will be Good grade. The supply will be high in relation to pork and lamb, and in relation to last year at the same time. Veal production will be increasing. More of this veal will be from what the trade calls "heavy calves" — not the delicate milk-fed "light vealers." Pork will be in seasonally low supply. August is the low point on the pork supply chart. Lamb will be increasing seasonally. The supply will be smaller than it was last August, and the lambs will be mainly grass fed. Canned meats, as we said last month, will be in good supply.

POULTRY — Fryers from the spring crop begin to come to market in August, but the supply will not reach volume quantities until September. Fowl, too, will not be abundant in August. The lull between culling seasons will mean shorter supply until September and October when fall culling of flocks takes place.

EGGS — By August we will not be enjoying present abundant supplies. There'll be no shortage — just the seasonal slump in laying.

FISH — July, August, and September is the season of heaviest production of fresh fish. While no prediction as to the size of landings can be made at this date, you may find it useful to have this summary of normal seasonal supply by varieties and regions!

New England and Mid-Atlantic States: Peak season for mackerel, seatrout, swordfish, whiting; adequate supply of rosefish, haddock, cod.

Gulf Area: Peak for groupers, good supply of mullet, red snapper and hard-shelled crabs.

Great Lakes region: Plentiful supplies of bullheads, catfish, lake trout, whitefish, yellow perch.

West Coast: Plentiful supply of flounder, halibut, lingcod; peak season for silver smelt.

As you know many of these fish are shipped all over the country in response to consumer demand. Halibut from the Pacific, for instance, is in great demand on the East Coast, and whiting from New England waters is the favorite fish in Kansas City and St. Louis — the only places we know of where a fried fish sandwich enjoys great popularity.

FRESH FRUITS AND VEGETABLES — The unseasonable weather which will somewhat delay and perhaps reduce supplies of early vegetables will have no effect on what we have in the markets in August. With normal weather from now on there is every reason to expect the usual August bounty of locally grown fruits and vegetables. (A fine time for home canning.) July and August are the peak production months in middle and northern areas. It's the height of the peach season for the whole country except the South. The recent unseasonable weather did not affect deciduous fruit trees as judged by the condition of the buds. April and May are the months when fruit is in danger from cold snaps.

August is the month when Thompson's Seedless grapes start coming to market. These earliest grapes are grown exclusively for fresh use, so we can be sure of a good supply. Later crops are divided between raisins and fresh use according to market prices at the time of harvest. Watermelons and cantaloups will be available in about the same quantities as last year. The "intentions to plant" show only slight reduction in acreage for 1946.

MILK — While we will have passed the peak of the flush season on milk production by August, present indications are that there will be plenty of fluid milk, as well as both light and heavy cream. Demand continues high for both the latter items despite relatively high prices.

BUTTER — Production at present is running about 25 percent above last year at this time, and as you know, prices have declined slightly. No one will prophesy what may happen to the price by August, but butter will be certainly easier to find than it was at the same time last year.

WHEAT PRODUCTS — As has been announced, the 1947 wheat crop seems likely to be even larger than last year's. Although we will reach the end of the crop year with an unusually small carryover, no shortage of flour, bread or cereals is anticipated.

SUGAR — If you haven't already done so, be sure to remind your readers that they will get no special ration of sugar for home canning this year. They'll have to do their own rationing, or possibly come up short when canning time comes.

TAPIOCA — Wartime restrictions were lifted on tapioca in December 1946, but supplies are still tight. Whether they will increase by August depends on whether the Indonesian situation improves so that arrangements can be made to import from Java and other East Indies islands — our principal sources before the war. Since the war we have received only one shipload of two million pounds from there, Last year we imported 297 million pounds from Brazil and the Dominican Republic where cultivation was promoted during the war for uses other than food. Our consumption in 1940 was 380 million pounds.

RELEASABLE

Did you know that —

MUSHROOM popularity is soaring? In 1946 we produced 63 million pounds — 15 million more than in 1945, 25 million above 1938 production. Canned mushroom soup took the largest part of the 1946 crop — 24.5 million pounds, 20 million pounds were marketed fresh, and 18 million pounds were canned. In 1938 only 5.4 million pounds went into canned soup.

Pennsylvania produces over half of our mushroom supply. Production of the other half is divided between New York, Ohio, Delaware and Illinois.

The Massachusetts Agricultural Experiment Station, Amherst, Mass., has issued a bulletin, "Mushrooms for Food and Flavor," June 1946. It is a report on laboratory studies which prove that mushrooms, besides serving as a flavor or garnish for other foods, are a nutritious food in themselves.

Prepared by Anne F. Carter, Production and Marketing Administration, U.S. Department of Agriculture, Washington 25, D.C. Further inquiries should be addressed to her.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

December 7, 1948

F O R M A G A Z I N E F O O D E D I T O R S

Advance Information - ~~Confidential~~

FOOD IN 1949. There will probably be as much food per person as in 1948, when the average was 12 percent above the prewar years 1935-39.

PRICES. Retail food prices are expected to continue high through most of 1949. Some foods, mostly livestock products, may be cheaper toward the end of the year.

NUTRITION. We shall probably continue to be better fed nutritionally in 1949 than in any prewar year. Improvement in the nutritional quality of the food supply is due chiefly to the higher consumption of most vegetables, citrus fruit, and milk products, and to the continued enrichment of white bread and flour. (For further details see page 5 of The National Food Situation released December 3.)

MEAT. Prospects are that we'll average 140 to 145 pounds per person in 1949 as compared with an estimated 145 pounds in 1948. (Prewar average, 1935-39, 126 pounds. Forty-year peak reached in 1947, 155 pounds.) Supplies of pork will be greater than in 1948, the big gain coming late next year. Prices are likely to be relatively lower than beef prices. Supplies of beef, veal, lamb, and mutton will be smaller than in 1948, but more of the beef will be of the better grades. Canned meats will continue relatively plentiful.

FISH. Total supplies are expected to be plentiful during most of 1949, with imports, especially of fresh and frozen fillets, continuing at a high rate. Supplies of canned fish will probably be about the same as for 1948. This year's tuna pack may exceed last year's record by half a million cases, but the salmon pack may be the lowest in many years.

POULTRY. We can expect more chicken and turkey meat in 1949, with the greater part of the increased supplies coming on the market the second half of the year. Prices should average somewhat lower than in 1948. Through the first half of 1949 supplies of commercial broilers are likely to be greater than during the first half of 1948.

EGGS. Total production may be about as large as in 1948. Prices during the first half of 1949 are expected to be about as high as during the same period a year earlier. Toward the end of 1949, as production increases, prices may be somewhat lower than in late 1948.

DAIRY PRODUCTS. Per capita supplies of fluid milk, cream, evaporated milk and cheese will be about the same as in 1948, and above any prewar year. There may be a relatively small increase in the per capita supply of butter, which dropped to a record low in 1948. Retail prices of dairy products may average almost as high as in 1948.

FATS AND OILS. There will probably be a moderate increase in the total production of margarine, shortening, mayonnaise, cooking oils and salad oils in 1949. There will also be more lard, but most of the increase will not start until October. During the first nine months of 1949, prices of food fats and oils are likely to average moderately lower than a year earlier.

FRESH FRUIT. Supplies of most fresh fruit will continue large during the next three or four months, with retail prices in general about the same as a year earlier. This year's smaller crops of apples and pears will mean moderately reduced supplies, with prices somewhat higher.

CITRUS FRUIT. Fresh oranges and grapefruit are expected to continue plentiful, with prices probably near those of the 1947-48 season.

CANNED FRUIT AND JUICES. This season's pack of commercially canned fruit, notably pears, is somewhat smaller than last season's, but the pack of apricots is much larger than last year's small pack. Supplies of canned fruit juices, particularly citrus, will continue plentiful.

FROZEN FRUIT AND JUICES. The total 1948 pack of frozen fruit may be a little larger than that of 1947. On November 1, total stocks in cold storage were 10 percent smaller than a year earlier, but stocks of strawberries, raspberries, fruit juices and purees were larger. Supplies of frozen strawberries were 78 percent higher than the same time last year.

DRIED FRUIT. The 1948-49 pack of dried fruit, mostly raisins and dried prunes, is moderately smaller than the 1947-48 pack. In spite of a decline in retail prices, consumer demand for dried fruit has been comparatively light the past year or two.

IMPORTED FRUIT AND JUICES. Will include mostly bananas, canned pineapple and pineapple juice -- with good supplies of each.

VEGETABLES. Prospects are for more fresh vegetables this winter than last. Supplies of cabbage, carrots, and onions may be average or larger. For at least the first half of 1949, there will be plenty of potatoes and dry beans. Supplies of sweetpotatoes are smaller this year than last. Retail prices of potatoes, sweetpotatoes, and dry peas are expected to be about the same as last year, but prices for dry beans will be lower.

CANNED AND FROZEN VEGETABLES. Although total supplies of canned and frozen vegetables are moderately smaller than this time last year, there will be plenty.

TREE NUTS. Because of the large pecan crop, total production of walnuts, almonds, filberts and pecans sets a new record. Imports will include Brazil nuts, cashews, chestnuts, almonds and filberts. Prices are running lower this season than last except for walnuts.

PEANUTS. There should be plenty of peanuts, peanut butter, and other peanut products.

SUGAR. Estimated consumption for 1948 is about 95 to 100 pounds per person. Supplies will continue plentiful.

WORLD FOOD PROSPECTS AND DISTRIBUTION OF U.S. FOOD SUPPLIES. For an excellent report on these subjects, see The National Food Situation released December 3.

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Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C.
Telephone: Republic 4142, Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

October 6, 1949

FOR MAGAZINE FOOD EDITORS

Advance Information

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FOOD PROSPECTS FOR 1950 will be described in the annual Outlook reports of the Bureau of Agricultural Economics, to be released late this month.

MEAT. Total supplies for the rest of 1949 will be considerably larger than for the same period in 1948, and prices are expected to decline seasonally from now on through December. Most of the increase in meat will be in pork, the increase continuing in 1950. There will be more good quality corn-fed beef during the next three months than a year earlier, but less veal, lamb, and mutton. We are eating less lamb and mutton than at any time since colonial days. (For an interesting review of sheep raising in the United States, see The Livestock and Meat Situation for September 1949.) Canned meats continue plentiful.

FISH. There are good supplies of fresh and frozen fish. Stocks of frozen fish on September 1 were larger than a year ago and larger than the 1944-48 average. Canned fish in general will be plentiful and prices lower than last year. The pink salmon pack is much larger than anticipated, the red salmon pack is down from last year, the tuna pack may be about the same. The pack of California pilchards is larger than last year and the Maine sardine pack very much lower.

POULTRY. Chicken meat will continue plentiful throughout the rest of the year. Turkeys are the big news. We'll have the second largest supply on record, with an average of about 4 1/2 pounds per person as compared with last year's 3.2 pounds. Prices in general will be lower than last year. There will be many small and medium size birds for family use and plenty of big ones for hotels and restaurants.

A NEW FARMER'S BULLETIN. "Turkey on the Table the Year Round," tells how to prepare and cook whole turkeys, turkey steaks, turkey halves, quarters, half breasts, legs, thighs, drumsticks, and wings. Recipes include turkey chowder, turkey pie, barbecued turkey wings, turkey a la king, salad loaf, sandwich spread, hash, dumplings, gravy, and stuffings. Let me know if you have not received your copy.

EGGS. Supplies will be smaller from now on through December than a year earlier, but there will still be enough eggs to provide an average of one a day for everybody. There will be more hens in the laying flock next spring than last, so eggs should be unusually abundant next April.

DAIRY PRODUCTS. Although milk production will not begin to increase seasonally until December, milk, cheese, butter, and other dairy products are expected to continue in good supply.

FATS AND OILS. Will continue plentiful, with prices remaining considerably lower than a year ago. The increase in pork of course means more lard. There is plenty of peanut butter.

FRESH FRUIT. Deciduous fruits are abundant. Total production of apples, pears, peaches, plums, prunes, cherries, grapes, and apricots is more than one-sixth above last year and about one-eighth above average. The apple crop is the largest since 1939 and the pear crop the largest on record. The grape crop is near-record. Peach, plum, prune, and cherry crops are larger than last year.

CITRUS FRUIT. The grapefruit crop is considerably smaller than last season, the lemon crop moderately smaller, and the orange crop nearly as large as last year.

CRANBERRIES. The crop may be 17 percent below last year's record but it's still 21 percent larger than average. There'll be plenty of fresh cranberries for the holidays.

CANNED FRUIT AND FRUIT JUICE. The 1949-50 pack of canned fruit is expected to be about as large as last year. The 1948-49 pack of canned citrus juice is about one-fourth smaller than last season, but supplies will increase somewhat as the new pack comes to market in late fall.

There is considerably more frozen concentrated citrus juice than last year. Production in 1948-49 was about four times that of 1947-48. Shipping difficulties are limiting supplies of canned pineapple and pineapple juice from Hawaii.

FROZEN FRUIT AND FRUIT JUICE. Commercial production of frozen fruit, fruit juice, and berries may slightly exceed 1948 production. The increased pack is largely the result of a great increase in frozen concentrated citrus juice, which more than offset reductions in frozen strawberries, sour cherries, and some other fruits.

DRIED FRUIT. Total production in 1949-50 will be moderately larger than in 1948-49, with considerably more raisins and somewhat smaller supplies of dried prunes. Supplies of dried apples, peaches, and apricots will be adequate. (Raisins and prunes make up about 85 percent of the total pack of dried fruit.)

VEGETABLES. The canned vegetable pack for 1949 may be about one-tenth smaller than for 1948, with major reductions in canned corn and tomatoes or canned tomato juice and other tomato products. The frozen vegetable pack will be near record.

The 1949 potato crop is about one-fifth smaller than last year, but supplies for consumers will be about the same. The sweetpotato crop is slightly larger than last year but much below average.

Production of dry beans is the third largest on record, production of dry peas five percent smaller than last year and 39 percent below average.

Total supplies of fresh and storage cabbage will be considerably below average, onion supplies slightly below average.

TREE NUTS. Total production of the four major tree nuts -- almonds, walnuts, filberts, and pecans -- will set a new record. Imports, as usual, will consist of Brazil and cashew nuts, and some almonds, filberts, and walnuts.

SUGAR. Another "largest on record" is the world production of sugar for 1948-49. Consumption in the United States for 1948 also sets a new record -- 7.5 million tons. We are continuing to use a lot of sugar, probably averaging 90 to 95 pounds per person in 1949, as compared with an estimated 96 pounds for 1948 and the pre-war average of 97 pounds.

For complete details concerning sugar and other sweeteners see The World Sugar Situation, September 1949.

FOODS TO FEATURE IN JANUARY, APRIL. See attached list from Production and Marketing Administration.

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Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U.S. Department of Agriculture, Washington 25, D. C. Telephone: Republic 4142, Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

March 1, 1950

F O R M A G A Z I N E F O O D E D I T O R S

Advance Information

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MEAT. We'll have more meat this year than in 1949, with the increase in pork. According to the Bureau of Agricultural Economics, pork prices will be lower in 1950 than last year, because of larger output and perhaps somewhat smaller demands. Beef supplies, especially better grades of beef, may be more plentiful in the fall than a year earlier, but total supplies for 1950 will be little different from 1949. Lamb and mutton continue scarce; average production per person in 1949 was the lowest on record, and will probably average even lower in 1950.

FISH. Supplies of fresh, frozen, and canned fishery products are expected to continue plentiful, with prices averaging lower than in 1949.

POULTRY AND EGGS. Egg consumption for 1949 averaged 375 eggs per person, and will probably average higher in 1950. Supplies of chicken and turkey will be ample. Prices of both eggs and poultry are expected to average lower this year than last.

DAIRY PRODUCTS. Milk production may be slightly higher than in 1949. According to the BAE, there may be an increase in the consumption of cheese and evaporated milk, but possible reductions in the consumption of butter, ice cream, and fluid milk and cream. Prices of dairy products may average slightly lower than last year.

FATS AND OILS. Production has been running larger than last year, with most of the increase in lard. Prices will probably remain relatively low.

FRESH AND PROCESSED FRUIT. During the next four months there will be much larger supplies of apples than a year ago, and ample supplies of most canned, dried, and frozen fruit. Supplies of grapefruit will be moderately smaller. Prices of apples and possibly also of pears will continue lower this spring than last. Prices of most citrus fruits except lemons probably will continue higher than in 1949 because of smaller supplies and heavy demand by processors.

STRAWBERRIES. With normal weather and average yields, we may have more strawberries this year than last, since the total acreage is slightly larger. Stocks of frozen strawberries are declining seasonally, and will be very low before the 1950 pack is ready.

CITRUS JUICE. Supplies of canned grapefruit juice and blended grapefruit and orange juice will be considerably smaller than last year, while supplies of canned single strength orange juice and frozen concentrated orange juice will be much larger.

DRIED FRUIT. The 1949-50 pack is nearly 12 percent larger than the 1948-49 pack. Raisins account for most of the increase, although increases are also reported for apples, figs, peaches, and pears.

VEGETABLES. Early reports show that total acreage for spring harvest (April, May, June) is 13 percent larger than last year. These reports cover acreage for asparagus, cabbage, cantaloupes, cauliflower, honeyball melons, honeydew melons, onions, shallots, and watermelons -- nine crops which ordinarily account for about one-half of the spring acreage of commercial truck crops.

Supplies of canned and frozen vegetables during the next several months will be ample, with prices perhaps slightly lower than a year ago. There will be more sweetpotatoes during the first half of 1950 than a year ago, and plenty of white potatoes, dry beans and peas.

SUGAR. Supplies are adequate. Consumption per person is expected to be about the same as in 1949.

"FAMILY FARE," a new cookbook prepared by the Bureau of Human Nutrition and Home Economics, is just off the press. Besides 200 recipes and several dozen menu suggestions, the book includes sections on nutrition, food plans, and buying and storing of food. For sale by the Superintendent of Documents, Washington 25, D. C., at 25 cents a copy. Let me know if you have not received your notification copy.

"GROWING IMPORTANCE OF NONFAT DRY MILK SOLIDS" is the title of an interesting article in The National Food Situation for release February 11. Copies of AIS-86, "How to Use Whole and Nonfat Dry Milk," are available free from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. The leaflet includes recipes for soups, main dishes, sauces, vegetable dishes, breads, dry mixes, desserts, dessert sauces, and beverages.

FOODS TO FEATURE IN JUNE, SEPTEMBER. See attached list from the Production and Marketing Administration.

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Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C. Telephone: REpublic 4142, Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

May 4, 1950

FOR MAGAZINE FOOD EDITORS

Advance Information

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FOOD CONTINUES PLENTIFUL. During the next few months consumers may be eating slightly more eggs, turkey, citrus fruit, and processed deciduous fruit than a year earlier. For 1950 as a whole, we may eat more margarine, turkey, eggs, lard, frozen vegetables, frozen fruit juices, and dry beans than in 1949, and somewhat less butter, chicken, fresh fruit, and canned fruit juices. Retail prices for the year probably will average below 1949 prices.

MEAT. Total supplies for 1950 may be large enough to provide a pound or two more than the 145-pounds-a-person average of 1949. The increase will be in pork. Beef supplies will be about the same as last year. Lamb and mutton will be even more scarce.

The Bureau of Agricultural Economics points out a change in food habits during the past three or four years: Demand for fat cuts of pork has fallen off -- consumers prefer lean cuts. Reason is partly that fats and oils, scarce during the war, are now more plentiful. However, there has been a general trend toward leaner meats over many years.

FISH. There is plenty of fish -- fresh, frozen, canned. Sizable quantities of the new pack of canned salmon, tuna, Maine sardines, and pilchards will start to market after the middle of the year.

During the first three months of 1950, imports of frozen groundfish (cod, haddock, hake, pollack, and cusk), and imports of frozen rosefish (ocean perch) fillets were almost four million pounds larger than during the same months of 1949. Total imports of fishery products for 1950 may be more than last year.

POULTRY AND EGGS. Supplies continue ample, with prospects for a large crop of turkeys.

DAIRY PRODUCTS. We'll have more of most dairy products during 1950 than we had during 1949. Because of the change in margarine legislation, effective July 1, consumer demand for butter may be reduced.

FATS AND OILS. Total supplies for the next few months probably will be smaller than a year earlier, but adequate. Margarine consumption is expected to increase after July 1, when the special Federal taxes on manufacturers, wholesalers, and retailers of margarine will be repealed, as will the excise tax on manufacturers' sales.

Colored margarine, preferred by consumers, is expected to replace uncolored margarine in the District of Columbia and in the 32 States which permit sale of the colored product. These States have about 60 percent of the population of the United States.

FRESH FRUIT. Strawberries are more plentiful than last year. Prices are about the same. Cold storage supplies of apples and pears are adequate. The peach crop, in some of the South, Central, and Pacific Northwest States, will be materially reduced because of winter and early spring frosts. Last winter's freeze damage in the Pacific Northwest probably will mean smaller crops than last year of sweet cherries, plums, prunes, and apricots.

CITRUS FRUIT. We'll probably have slightly more oranges than last summer but fewer grapefruit. Lemon supplies will be moderately larger.

FROZEN CONCENTRATED ORANGE JUICE. So far this year, consumers have been eating fewer fresh oranges than a year earlier. A larger proportion of the crop is going into frozen concentrated orange juice. Production in Florida through April 15 totaled nearly 12 million gallons -- considerably more than the entire 1948-49 pack in that State. Florida is also, this season, processing substantial quantities of frozen concentrated grapefruit juice and blended orange and grapefruit juice, compared with small quantities last season.

If you'd like to read a brief history of the phenomenal rise of frozen concentrated orange juice, and a description of how it is made, see The Agricultural Situation for April 1950. Let me know if you want a copy.

FROZEN FRUIT. Frozen strawberries and some other frozen fruit will be in smaller supply than a year ago, until the 1950 pack moves to market in late spring and summer.

CANNED, DRIED, IMPORTED FRUIT. Stocks of canned fruit and fruit juices are much larger than a year ago. Dried fruit is expected to continue plentiful. Banana imports have been a little larger during the past few months than a year earlier.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

July 6, 1950

F O R M A G A Z I N E F O O D E D I T O R S

Advance Information

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NOTE. The following information is based chiefly on conditions as they were before the outbreak of the conflict in Korea.

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MEAT. Beef supplies for the rest of 1950 will be about the same as a year earlier. Pork, beginning in early fall, will be in very good supply. Lamb and mutton will continue in shorter supply than last year.

FISH. Stocks of frozen fish, particularly frozen fillets, are generally large and production is good. Canned fish supplies will be ample until the new pack comes in, beginning the middle of the year.

POULTRY AND EGGS. Supplies are expected to be plentiful for the rest of the year. Turkeys, for the second year in a row, should be an excellent buy for Thanksgiving. The turkey crop may be somewhat larger than last year's near-record, with prices lower.

DAIRY PRODUCTS. Will be plentiful during the next few months, with prices about the same as last year.

FATS AND OILS. Supplies will be adequate.

FRESH FRUIT. Prospects are for below-average crops of most early summer deciduous fruits; for near-record crops of California clingstone peaches, used mostly for canning; and for sour cherries, used for canning and freezing. The strawberry crop is estimated at 11 percent larger than average.

For estimates of the apple, grape, and other late-season fruit crops, see the report on Crop Production, to be issued July 11 by the Bureau of Agricultural Economics.

CITRUS FRUIT. Prospective supplies of California Valencias, principal fresh orange marketed from now on through September, are about as large as last summer; grapefruit supplies are smaller than usual; lemon supplies moderately large. Florida is now harvesting a record large crop of limes.

FROZEN FRUIT AND FRUIT JUICES. Total production is expected to set a new record, the largest increase being in frozen concentrated citrus juices. Success with oranges has led to manufacture of frozen concentrated grapefruit juice, blended orange and grapefruit juice, grape juice, lemonade, and others.

For details see The Fruit Situation, issued by the Bureau of Agricultural Economics July 5.

CANNED AND DRIED FRUIT. In general, stocks of canned fruit and fruit juices, as well as stocks of dried fruit, will be adequate. Supplies of canned pineapple and pineapple juice are especially plentiful.

TREE NUTS. Walnut, filbert, and almond crops, which were record-large in 1949, will be considerably smaller this year.

VEGETABLES. Prospects continue to point toward abundant supplies of fresh and processed vegetables, including potatoes, sweetpotatoes, dry beans and dry peas. Prices probably will not be greatly different from last year.

For latest estimates on vegetables see reports on Crop Production, and on Commercial Truck Crops, to be released July 11 by the Bureau of Agricultural Economics.

FOODS TO FEATURE IN OCTOBER, JANUARY. See attached list from the Production and Marketing Administration.

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Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C. Telephone: Republic 4142 - Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

September 7, 1950

FOR MAGAZINE FOOD EDITORS

Advance Information

NOTE. The Annual Agricultural Outlook Conference will be held October 31 - November 3 in the South Building of the Department of Agriculture. During this Conference leading economists in the Bureau of Agricultural Economics, Extension Service, and the Bureau of Human Nutrition and Home Economics will outline the economic outlook for farmers and the nation in the light of prospective emergency demands.

Subjects to be discussed include the food situation for 1951, individual farm commodities, the demand and price situation, housing, nutrition, and textiles and clothing. Conference sessions will be open to the press.

MEAT. Supplies of both beef and pork will be more plentiful this fall, and possibly this winter, than a year earlier. Retail prices, particularly for pork, may drop during the next few months but will probably continue higher than last year. Prices are expected to increase during the winter. Lamb and mutton will be in even shorter supply than last year.

FISH. There are good supplies of fresh and frozen fish, and the tuna pack is setting a new high record for the sixth consecutive year. Canned salmon supplies will not be as large as last year. The red salmon pack, practically finished, is only slightly larger than last year's below average pack. The pink salmon pack in Alaska appears to be only half as large as last year, and there will be practically no pink salmon in Puget Sound, where the pack last season amounted to over half a million cases. (Pink salmon appear in Puget Sound only in odd-numbered years.) After the end of the year, retail prices of canned fish will be somewhat higher than in the early months of 1950.

Maine sardines are running well ahead of a year ago and prices are reasonable. It is too early to tell about California sardines (pilchards), but so far the catch is running ahead of a year ago.

TURKEYS. A record crop is in prospect, with turkeys enough to provide at least one bird for every family in the United States.

DAIRY PRODUCTS. Milk, cheese, butter, and other dairy products are expected to continue in good supply.

FATS AND OILS. As a result of large pig crops and a large crop of soybeans, production of lard and edible vegetable oils is continuing at a high rate. Production is likely to remain high at least until mid-1951.

FRESH FRUIT. Total production of deciduous fruit will probably be about 14 percent below last year's large production and 8 percent below the ten year (1939-48) average. Apple and cherry crops are above average. Crops below average are peaches, pears, prunes, and California grapes. The total cherry crop is much larger than average, and the sour cherry crop, used mostly for freezing and canning, sets a new high record. There will be plenty of cranberries — fresh, frozen, and canned.

CITRUS FRUIT. Oranges and lemons from the 1949-50 California crop will probably be slightly more plentiful during the next two months than a year earlier. Grapefruit will be seasonally scarce until the new crop comes to market in October. Supplies of new season fruit for winter and early spring, judging by early prospects, should be at least as large as a year earlier.

CANNED FRUIT. The 1950-51 pack of canned fruit is expected to be nearly as large as last year's good-sized pack. The 1949-50 pack of canned citrus juice, completed except for California, will be moderately smaller than the 1948-49 pack. However, this reduction will be considerably more than offset by the output of frozen concentrated citrus juice.

FROZEN FRUIT AND FRUIT JUICE. The 1950 pack is likely to set a new record. Florida is expected to more than double its last year's pack of frozen concentrated citrus juice, and California will probably double its 1949 pack. Total production of frozen strawberries will be considerably larger than last year, and there will be some increase in frozen sour cherries.

IMPORTS AND DRIED FRUIT. Domestic fruit supplies will be supplemented as usual by imports of bananas, canned pineapple, and canned pineapple juice. Supplies of dried fruit will be ample.

VEGETABLES. Prospects are good for plentiful supplies of potatoes, sweetpotatoes, dry beans and dry peas, and it looks as if there will be plenty of cabbage for sauerkraut.

CANNED VEGETABLES. In general, the 1950 pack will be about as large as the 1949 pack, with more green peas, tomato juice, and other tomato products and less sweetcorn and snapbeans.

FROZEN VEGETABLES. Current stocks of snapbeans, broccoli, Brussels sprouts, cauliflower, sweetcorn, and spinach indicate that supplies will be plentiful for the next few months.

TREE NUTS. Total production of almonds, walnuts, filberts, and pecans is estimated at about 22 percent smaller than last year's record crop but 4 percent above average. Imports as usual will include Brazil and cashew nuts and some almonds, filberts, and walnuts.

SUGAR. Quoting the Bureau of Agricultural Economics: "The 1950 marketing quota established by the Secretary of Agriculture is at a record level of 8,130,000 tons of refined sugar, and, with no sizeable increase from the present rate of sugar utilization in this country, supplies for the remainder of the year should be adequate. The marketing quota for 1951 will be set by the Secretary before the end of 1950.

"By way of comparison, it is of interest to note that in 1941 primary dealers in this country distributed 7,542,000 tons of refined sugar, a record level; in 1949 distribution was 7,084,000 tons."

FOODS TO FEATURE IN DECEMBER, MARCH. See attached list from the Production and Marketing Administration.

POTS AND PANS FOR YOUR KITCHEN, Home and Garden Bulletin No. 2, prepared by the Bureau of Human Nutrition ahd Home Economics. Printing of this 32-page illustrated bulletin has been delayed, but we hope it will be off the press this month. A copy will be sent to you. The bulletin will be for sale by the Superintendent of Documents, Washington 25, D. C., at 10 cents a copy.

Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C. Telephone: Republic 4142, Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

November 7, 1950

F O R M A G A Z I N E F O O D E D I T O R S

Advance Information

NOTE. The following information is from the 1951 Outlook issue of The National Food Situation, released by the Bureau of Agricultural Economics. Full report sent on request.

FOOD SUPPLIES LARGE. Food consumption per person, during 1951, is likely to be somewhat higher than in any of the last three years. Supplies of most foods will be a little larger but will not keep up with accelerated consumer demand. Accordingly, food prices can be expected to rise moderately before the middle of the year.

MEAT. Prospects are for larger supplies than in 1950. Consumption per person will probably be about three pounds above the 1950 average of 145 pounds. Practically all of the increase will be pork and beef. Supplies of lamb and mutton, already at a record low point, are likely to continue small in 1951.

FISH. Total supplies in 1951 are expected to be about the same as in 1950. There may be more fresh and frozen fish, but somewhat smaller supplies of canned fish, particularly canned salmon, at least through mid-1951.

Retail prices of fresh and processed fishery products probably will average somewhat higher for 1951 than for 1950. Prices of canned salmon will average much higher. (Output of canned salmon in 1950 was the lowest since 1921.) Production of canned tuna and Maine sardines in 1950 is running ahead of last season and is likely to establish a new high record.

DAIRY PRODUCTS. Milk, cheese, butter, and other dairy products are expected to continue in good supply. Retail prices will be higher than in 1950.

POULTRY AND EGGS. Supplies will continue large, with retail prices probably averaging higher than in 1950.

FATS AND OILS. For the year beginning October 1, 1950, production of fats and oils used chiefly for food is likely to be slightly smaller than the estimated record of 8.8 billion pounds produced in 1949-50.

Butter consumption in 1951 may be slightly more than the 1950 average of 10.5 pounds per person. The retail price of butter is expected to average higher than in 1950. Margarine output may be stepped up in 1951 to meet an expected increase in demand, and the retail price may increase somewhat.

FRESH FRUIT. Total production of deciduous fruit for 1951 probably will be moderately larger than in 1950. Larger crops seem likely for sweet cherries, grapes, peaches, pears, prunes, and strawberries. Production of apples and sour cherries may be smaller. The 1951-52 citrus crop may be a little larger than the prospective 1950-51 crop.

CANNED FRUIT AND FRUIT JUICES. The 1950-51 pack of canned fruit will be only moderately smaller than last year's good-sized pack, with retail prices a little higher. Supplies of canned citrus juices from the new citrus crop will soon start moving to market in large volume. Some increase from last year's level of output is in prospect for the 1950-51 packs of canned grapefruit juice and blended grapefruit-orange juice. The pack of canned orange juice will again be large.

FROZEN FRUIT AND FRUIT JUICES. Output of frozen concentrated citrus juice more than doubled in 1950 and there were large increases in the pack of frozen strawberries and cherries. Result is that the 1950 pack of frozen fruit and fruit juices sets a new high record -- about one-third above the 1949 pack. Retail prices for canned and frozen citrus juices probably will be somewhat lower in 1951 than in 1950.

DRIED FRUIT. Supplies will be sufficient to maintain civilian per capita consumption at the 1949-50 rate.

VEGETABLES. Prospects are good for plentiful supplies of potatoes, sweetpotatoes, dry beans, dry peas, and fresh and frozen vegetables. The pack of canned vegetables will probably be slightly larger than in 1950.

TREE NUTS. The 1950 crop of almonds, walnuts, filberts and pecans is about 22 percent smaller than the record 1949 crop but 3 percent above average.

FOODS TO FEATURE IN FEBRUARY, MAY. See attached list.

PROCEDURES FOR HOME FREEZING of Vegetables, Fruits, and Prepared Foods. Classified Notes on Review of Literature. Agriculture Handbook No. 2, 106 pages. Originally prepared as a discussion guide for a home freezing conference called by the Bureau of Human Nutrition and Home Economics. Let me know if you want a copy.

Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C. Telephone: Republic 4142 - Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

March 1, 1950

FOR MAGAZINE FOOD EDITORS

Advance Information

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MEAT. We'll have more meat this year than in 1949, with the increase in pork. According to the Bureau of Agricultural Economics, pork prices will be lower in 1950 than last year, because of larger output and perhaps somewhat smaller demands. Beef supplies, especially better grades of beef, may be more plentiful in the fall than a year earlier, but total supplies for 1950 will be little different from 1949. Lamb and mutton continue scarce; average production per person in 1949 was the lowest on record, and will probably average even lower in 1950.

FISH. Supplies of fresh, frozen, and canned fishery products are expected to continue plentiful, with prices averaging lower than in 1949.

POULTRY AND EGGS. Egg consumption for 1949 averaged 375 eggs per person, and will probably average higher in 1950. Supplies of chicken and turkey will be ample. Prices of both eggs and poultry are expected to average lower this year than last.

DAIRY PRODUCTS. Milk production may be slightly higher than in 1949. According to the BAE, there may be an increase in the consumption of cheese and evaporated milk, but possible reductions in the consumption of butter, ice cream, and fluid milk and cream. Prices of dairy products may average slightly lower than last year.

FATS AND OILS. Production has been running larger than last year, with most of the increase in lard. Prices will probably remain relatively low.

FRESH AND PROCESSED FRUIT. During the next four months there will be much larger supplies of apples than a year ago, and ample supplies of most canned, dried, and frozen fruit. Supplies of grapefruit will be moderately smaller. Prices of apples and possibly also of pears will continue lower this spring than last. Prices of most citrus fruits except lemons probably will continue higher than in 1949 because of smaller supplies and heavy demand by processors.

STRAWBERRIES. With normal weather and average yields, we may have more strawberries this year than last, since the total acreage is slightly larger. Stocks of frozen strawberries are declining seasonally, and will be very low before the 1950 pack is ready.

CITRUS JUICE. Supplies of canned grapefruit juice and blended grapefruit and orange juice will be considerably smaller than last year, while supplies of canned single strength orange juice and frozen concentrated orange juice will be much larger.

DRIED FRUIT. The 1949-50 pack is nearly 12 percent larger than the 1948-49 pack. Raisins account for most of the increase, although increases are also reported for apples, figs, peaches, and pears.

VEGETABLES. Early reports show that total acreage for spring harvest (April, May, June) is 13 percent larger than last year. These reports cover acreage for asparagus, cabbage, cantaloupes, cauliflower, honeyball melons, honeydew melons, onions, shallots, and watermelons -- nine crops which ordinarily account for about one-half of the spring acreage of commercial truck crops.

Supplies of canned and frozen vegetables during the next several months will be ample, with prices perhaps slightly lower than a year ago. There will be more sweetpotatoes during the first half of 1950 than a year ago, and plenty of white potatoes, dry beans and peas.

SUGAR. Supplies are adequate. Consumption per person is expected to be about the same as in 1949.

"FAMILY FARE," a new cookbook prepared by the Bureau of Human Nutrition and Home Economics, is just off the press. Besides 200 recipes and several dozen menu suggestions, the book includes sections on nutrition, food plans, and buying and storing of food. For sale by the Superintendent of Documents, Washington 25, D. C., at 25 cents a copy. Let me know if you have not received your notification copy.

"GROWING IMPORTANCE OF NONFAT DRY MILK SOLIDS" is the title of an interesting article in The National Food Situation for release February 11. Copies of AIS-86, "How to Use Whole and Nonfat Dry Milk," are available free from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. The leaflet includes recipes for soups, main dishes, sauces, vegetable dishes, breads, dry mixes, desserts, dessert sauces, and beverages.

FOODS TO FEATURE IN JUNE, SEPTEMBER. See attached list from the Production and Marketing Administration.

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Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C. Telephone: REpublic 4142, Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

May 4, 1950

FOR MAGAZINE FOOD EDITORS

Advance Information

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FOOD CONTINUES PLENTIFUL. During the next few months consumers may be eating slightly more eggs, turkey, citrus fruit, and processed deciduous fruit than a year earlier. For 1950 as a whole, we may eat more margarine, turkey, eggs, lard, frozen vegetables, frozen fruit juices, and dry beans than in 1949, and somewhat less butter, chicken, fresh fruit, and canned fruit juices. Retail prices for the year probably will average below 1949 prices.

MEAT. Total supplies for 1950 may be large enough to provide a pound or two more than the 145-pounds-a-person average of 1949. The increase will be in pork. Beef supplies will be about the same as last year. Lamb and mutton will be even more scarce.

The Bureau of Agricultural Economics points out a change in food habits during the past three or four years: Demand for fat cuts of pork has fallen off -- consumers prefer lean cuts. Reason is partly that fats and oils, scarce during the war, are now more plentiful. However, there has been a general trend toward leaner meats over many years.

FISH. There is plenty of fish -- fresh, frozen, canned. Sizable quantities of the new pack of canned salmon, tuna, Maine sardines, and pilchards will start to market after the middle of the year.

During the first three months of 1950, imports of frozen groundfish (cod, haddock, hake, pollack, and cusk), and imports of frozen rosefish (ocean perch) fillets were almost four million pounds larger than during the same months of 1949. Total imports of fishery products for 1950 may be more than last year.

POULTRY AND EGGS. Supplies continue ample, with prospects for a large crop of turkeys.

DAIRY PRODUCTS. We'll have more of most dairy products during 1950 than we had during 1949. Because of the change in margarine legislation, effective July 1, consumer demand for butter may be reduced.

FATS AND OILS. Total supplies for the next few months probably will be smaller than a year earlier, but adequate. Margarine consumption is expected to increase after July 1, when the special Federal taxes on manufacturers, wholesalers, and retailers of margarine will be repealed, as will the excise tax on manufacturers' sales.

Colored margarine, preferred by consumers, is expected to replace uncolored margarine in the District of Columbia and in the 32 States which permit sale of the colored product. These States have about 60 percent of the population of the United States.

FRESH FRUIT. Strawberries are more plentiful than last year. Prices are about the same. Cold storage supplies of apples and pears are adequate. The peach crop, in some of the South, Central, and Pacific Northwest States, will be materially reduced because of winter and early spring frosts. Last winter's freeze damage in the Pacific Northwest probably will mean smaller crops than last year of sweet cherries, plums, prunes, and apricots.

CITRUS FRUIT. We'll probably have slightly more oranges than last summer but fewer grapefruit. Lemon supplies will be moderately larger.

FROZEN CONCENTRATED ORANGE JUICE. So far this year, consumers have been eating fewer fresh oranges than a year earlier. A larger proportion of the crop is going into frozen concentrated orange juice. Production in Florida through April 15 totaled nearly 12 million gallons -- considerably more than the entire 1948-49 pack in that State. Florida is also, this season, processing substantial quantities of frozen concentrated grapefruit juice and blended orange and grapefruit juice, compared with small quantities last season.

If you'd like to read a brief history of the phenomenal rise of frozen concentrated orange juice, and a description of how it is made, see The Agricultural Situation for April 1950. Let me know if you want a copy.

FROZEN FRUIT. Frozen strawberries and some other frozen fruit will be in smaller supply than a year ago, until the 1950 pack moves to market in late spring and summer.

CANNED, DRIED, IMPORTED FRUIT. Stocks of canned fruit and fruit juices are much larger than a year ago. Dried fruit is expected to continue plentiful. Banana imports have been a little larger during the past few months than a year earlier.

VEGETABLES. Fresh vegetables are somewhat more plentiful than this time last year. Stocks of frozen vegetables on April 1 were almost a third larger than a year earlier, and stocks of canned vegetables are large enough to supply the demand until the 1950 pack starts to market.

Prospects are for a larger acreage of sweetpotatoes than in 1949, and large supplies of dry beans, dry peas, and potatoes.

BETTER POTATOES. Consumers are getting a larger proportion of top quality potatoes than last year. The Government purchase program for price support as now designed tends to draw off the market less desirable grades and sizes, and to permit the choicer potatoes to reach retail markets. Retail prices are expected to average somewhat lower than in 1949.

SUGAR. Supplies are adequate.

BREAD FOR SCHOOL CHILDREN. "They're good to eat," say boys and girls who have tasted the new breads made according to recipes developed by the Bureau of Human Nutrition and Home Economics. They are also highly nourishing. "Yeast and Quick Bread Recipes for the School Lunch" is the title of the new publication. Copy sent on request.

PEACH DUMPLINGS BY THE DOZEN. Peach dumplings and other good dishes are featured in a new publication, "Recipes for Quantity Service," out this month (we hope). It's for restaurants, cafeterias, hospitals, and other institutions. A copy will be sent to you.

POULTRY GRADING AND INSPECTION. Enclosed folder PA-96 includes descriptions of new consumer labels, and terms now used to describe classes of poultry and styles of processing.

EVAPORATED APPLE RINGS. Leaflet No. 253, enclosed, contains new recipes for the modern version of an old favorite.

FOODS TO FEATURE IN AUGUST, NOVEMBER. See attached list from the Production and Marketing Administration.

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Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C. Telephone: REpublic 4142, Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

July 6, 1950

F O R M A G A Z I N E F O O D E D I T O R S

Advance Information

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NOTE. The following information is based chiefly on conditions as they were before the outbreak of the conflict in Korea.

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MEAT. Beef supplies for the rest of 1950 will be about the same as a year earlier. Pork, beginning in early fall, will be in very good supply. Lamb and mutton will continue in shorter supply than last year.

FISH. Stocks of frozen fish, particularly frozen fillets, are generally large and production is good. Canned fish supplies will be ample until the new pack comes in, beginning the middle of the year.

POULTRY AND EGGS. Supplies are expected to be plentiful for the rest of the year. Turkeys, for the second year in a row, should be an excellent buy for Thanksgiving. The turkey crop may be somewhat larger than last year's near-record, with prices lower.

DAIRY PRODUCTS. Will be plentiful during the next few months, with prices about the same as last year.

FATS AND OILS. Supplies will be adequate.

FRESH FRUIT. Prospects are for below-average crops of most early summer deciduous fruits; for near-record crops of California clingstone peaches, used mostly for canning; and for sour cherries, used for canning and freezing. The strawberry crop is estimated at 11 percent larger than average.

For estimates of the apple, grape, and other late-season fruit crops, see the report on Crop Production, to be issued July 11 by the Bureau of Agricultural Economics.

CITRUS FRUIT. Prospective supplies of California Valencias, principal fresh orange marketed from now on through September, are about as large as last summer; grapefruit supplies are smaller than usual; lemon supplies moderately large. Florida is now harvesting a record large crop of limes.

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CANNED AND DRIED FRUIT. In general, stocks of canned fruit and fruit juices, as well as stocks of dried fruit, will be adequate. Supplies of canned pineapple and pineapple juice are especially plentiful.

TREE NUTS. Walnut, filbert, and almond crops, which were record-large in 1949, will be considerably smaller this year.

VEGETABLES. Prospects continue to point toward abundant supplies of fresh and processed vegetables, including potatoes, sweetpotatoes, dry beans and dry peas. Prices probably will not be greatly different from last year.

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Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C. Telephone: Republic 4142 - Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

September 7, 1950

FOR MAGAZINE FOOD EDITORS

Advance Information

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TURKEYS. A record crop is in prospect, with turkeys enough to provide at least one bird for every family in the United States.

DAIRY PRODUCTS. Milk, cheese, butter, and other dairy products are expected to continue in good supply.

FATS AND OILS. As a result of large pig crops and a large crop of soybeans, production of lard and edible vegetable oils is continuing at a high rate. Production is likely to remain high at least until mid-1951.

FRESH FRUIT. Total production of deciduous fruit will probably be about 14 percent below last year's large production and 8 percent below the ten year (1939-48) average. Apple and cherry crops are above average. Crops below average are peaches, pears, prunes, and California grapes. The total cherry crop is much larger than average, and the sour cherry crop, used mostly for freezing and canning, sets a new high record. There will be plenty of cranberries — fresh, frozen, and canned.

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CANNED FRUIT. The 1950-51 pack of canned fruit is expected to be nearly as large as last year's good-sized pack. The 1949-50 pack of canned citrus juice, completed except for California, will be moderately smaller than the 1948-49 pack. However, this reduction will be considerably more than offset by the output of frozen concentrated citrus juice.

FROZEN FRUIT AND FRUIT JUICE. The 1950 pack is likely to set a new record. Florida is expected to more than double its last year's pack of frozen concentrated citrus juice, and California will probably double its 1949 pack. Total production of frozen strawberries will be considerably larger than last year, and there will be some increase in frozen sour cherries.

IMPORTS AND DRIED FRUIT. Domestic fruit supplies will be supplemented as usual by imports of bananas, canned pineapple, and canned pineapple juice. Supplies of dried fruit will be ample.

VEGETABLES. Prospects are good for plentiful supplies of potatoes, sweetpotatoes, dry beans and dry peas, and it looks as if there will be plenty of cabbage for sauerkraut.

CANNED VEGETABLES. In general, the 1950 pack will be about as large as the 1949 pack, with more green peas, tomato juice, and other tomato products and less sweetcorn and snapbeans.

FROZEN VEGETABLES. Current stocks of snapbeans, broccoli, Brussels sprouts, cauliflower, sweetcorn, and spinach indicate that supplies will be plentiful for the next few months.

TREE NUTS. Total production of almonds, walnuts, filberts, and pecans is estimated at about 22 percent smaller than last year's record crop but 4 percent above average. Imports as usual will include Brazil and cashew nuts and some almonds, filberts, and walnuts.

SUGAR. Quoting the Bureau of Agricultural Economics: "The 1950 marketing quota established by the Secretary of Agriculture is at a record level of 8,130,000 tons of refined sugar, and, with no sizeable increase from the present rate of sugar utilization in this country, supplies for the remainder of the year should be adequate. The marketing quota for 1951 will be set by the Secretary before the end of 1950.

"By way of comparison, it is of interest to note that in 1941 primary dealers in this country distributed 7,542,000 tons of refined sugar, a record level; in 1949 distribution was 7,084,000 tons."

FOODS TO FEATURE IN DECEMBER, MARCH. See attached list from the Production and Marketing Administration.

POTS AND PANS FOR YOUR KITCHEN, Home and Garden Bulletin No. 2, prepared by the Bureau of Human Nutrition ahd Home Economics. Printing of this 32-page illustrated bulletin has been delayed, but we hope it will be off the press this month. A copy will be sent to you. The bulletin will be for sale by the Superintendent of Documents, Washington 25, D. C., at 10 cents a copy.

Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C. Telephone: Republic 4142, Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

November 7, 1950

FOR MAGAZINE FOOD EDITORS

Advance Information

NOTE. The following information is from the 1951 Outlook issue of The National Food Situation, released by the Bureau of Agricultural Economics. Full report sent on request.

FOOD SUPPLIES LARGE. Food consumption per person, during 1951, is likely to be somewhat higher than in any of the last three years. Supplies of most foods will be a little larger but will not keep up with accelerated consumer demand. Accordingly, food prices can be expected to rise moderately before the middle of the year.

MEAT. Prospects are for larger supplies than in 1950. Consumption per person will probably be about three pounds above the 1950 average of 145 pounds. Practically all of the increase will be pork and beef. Supplies of lamb and mutton, already at a record low point, are likely to continue small in 1951.

FISH. Total supplies in 1951 are expected to be about the same as in 1950. There may be more fresh and frozen fish, but somewhat smaller supplies of canned fish, particularly canned salmon, at least through mid-1951.

Retail prices of fresh and processed fishery products probably will average somewhat higher for 1951 than for 1950. Prices of canned salmon will average much higher. (Output of canned salmon in 1950 was the lowest since 1921.) Production of canned tuna and Maine sardines in 1950 is running ahead of last season and is likely to establish a new high record.

DAIRY PRODUCTS. Milk, cheese, butter, and other dairy products are expected to continue in good supply. Retail prices will be higher than in 1950.

POULTRY AND EGGS. Supplies will continue large, with retail prices probably averaging higher than in 1950.

FATS AND OILS. For the year beginning October 1, 1950, production of fats and oils used chiefly for food is likely to be slightly smaller than the estimated record of 8.8 billion pounds produced in 1949-50.

Butter consumption in 1951 may be slightly more than the 1950 average of 10.5 pounds per person. The retail price of butter is expected to average higher than in 1950. Margarine output may be stepped up in 1951 to meet an expected increase in demand, and the retail price may increase somewhat.

FRESH FRUIT. Total production of deciduous fruit for 1951 probably will be moderately larger than in 1950. Larger crops seem likely for sweet cherries, grapes, peaches, pears, prunes, and strawberries. Production of apples and sour cherries may be smaller. The 1951-52 citrus crop may be a little larger than the prospective 1950-51 crop.

CANNED FRUIT AND FRUIT JUICES. The 1950-51 pack of canned fruit will be only moderately smaller than last year's good-sized pack, with retail prices a little higher. Supplies of canned citrus juices from the new citrus crop will soon start moving to market in large volume. Some increase from last year's level of output is in prospect for the 1950-51 packs of canned grapefruit juice and blended grapefruit-orange juice. The pack of canned orange juice will again be large.

FROZEN FRUIT AND FRUIT JUICES. Output of frozen concentrated citrus juice more than doubled in 1950 and there were large increases in the pack of frozen strawberries and cherries. Result is that the 1950 pack of frozen fruit and fruit juices sets a new high record -- about one-third above the 1949 pack. Retail prices for canned and frozen citrus juices probably will be somewhat lower in 1951 than in 1950.

DRIED FRUIT. Supplies will be sufficient to maintain civilian per capita consumption at the 1949-50 rate.

VEGETABLES. Prospects are good for plentiful supplies of potatoes, sweetpotatoes, dry beans, dry peas, and fresh and frozen vegetables. The pack of canned vegetables will probably be slightly larger than in 1950.

TREE NUTS. The 1950 crop of almonds, walnuts, filberts and pecans is about 22 percent smaller than the record 1949 crop but 3 percent above average.

FOODS TO FEATURE IN FEBRUARY, MAY. See attached list.

PROCEDURES FOR HOME FREEZING of Vegetables, Fruits, and Prepared Foods. Classified Notes on Review of Literature. Agriculture Handbook No. 2, 106 pages. Originally prepared as a discussion guide for a home freezing conference called by the Bureau of Human Nutrition and Home Economics. Let me know if you want a copy.

Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C. Telephone: Republic 4142 - Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

January 1, 1951

F O R M A G A Z I N E F O O D E D I T O R S

Advance Information

FOOD IN 1951. Total food supplies for civilians are likely to be the highest on record. However, demand for food is likely to be exceptionally strong, as employment rises, incomes increase, and consumers have more money to spend for food. Retail food prices rose during most of 1950, with a fairly sharp increase after the outbreak in Korea. Prices are likely to average higher in 1951 than in 1950.

WHEAT. There is enough wheat to take care of all domestic requirements and provide for large-scale exports.

RICE. Supplies are near-record, with large reserves available for military use and for export, including exports financed by ECA. Rice for civilians during 1950-51 may average about the same as the previous year's five pounds per person.

MEAT. Total production during 1951 may be moderately larger than during 1950. However, in view of the probable increase in consumer incomes, demand for meat is likely to increase gradually, resulting in somewhat higher prices than for 1950. The usual late winter decline in pork production probably will end in early spring, as more hogs come to market. For 1951 as a whole we may have more pork than last year; a little more beef, mainly during the second half of the year; but probably less lamb and mutton.

FISH. The tuna pack is by far the largest in history, setting a new record for the sixth consecutive year. The pack is probably one and a half million cases higher than a year ago. Imports of tuna will total well over a million cases, as compared with 250,000 cases last year. California sardines should also be plentiful. As of December 1, the pack was running considerably over a million cases ahead of last year's pack.

Canned salmon will be in short supply. Last year's output, which will have to last us until late next summer, was the lowest since 1921. Stocks of frozen fish are a little larger than a year ago.

DAIRY PRODUCTS. Milk production is likely to be as large as in 1950, but because of increased consumer demand, prices of all dairy products will be higher. A larger proportion of the milk produced is expected to be used as fluid milk, cream, and ice cream, leaving smaller supplies available for butter, cheese, and other manufactured dairy products.

POULTRY AND EGGS. Marketings of chicken and turkey will be seasonally smaller during the period March through May, but will be supplemented by cold-storage stocks about as large as stocks of a year ago. Egg production, March through May, will be seasonally large, although possibly smaller than a year earlier.

FATS AND OILS. Production of edible fats and oils for the crop year which began October 1, 1950, is expected to be only slightly below last year's record output. Lard production will probably be moderately larger than a year earlier. Margarine supplies will be ample.

APPLES AND PEARS. Fresh apples in storage on November 30 were at an all-time high -- 39 million bushels. This is three million bushels above the previous high record of November 30, 1937. Prices during the rest of the winter are not expected to change much from December prices. Stocks of winter pears are adequate.

CITRUS FRUIT. Supplies of all citrus fruit are larger than last year, and prices this winter are expected to continue lower than a year ago.

DRIED FRUIT. Although supplies are much lower than last year, most items, including prunes and raisins, will be adequate for winter needs. Prices of dried fruit are likely to be higher until the new pack starts to market next summer.

CANNED FRUIT AND FRUIT JUICES. Stocks of canned fruit are a little smaller than last winter, with prices generally higher. Cranberries are an exception, as supplies are coming from a record large crop, and prices will be a little lower than a year ago. Supplies of canned fruit juices are large, and prices may be a little lower than last year.

FROZEN FRUIT AND FRUIT JUICES. There are ample supplies of frozen fruit, particularly strawberries and cherries, and frozen fruit juices. Supplies of frozen concentrated citrus juice will continue large, with prices probably lower than a year ago.

VEGETABLES. The total supply of truck crops harvested for the fresh market during January, February, and March will be less than last year but above average. Production of spinach, green peas, and artichokes is expected to be substantially larger than last year; production of lettuce slightly larger; production of cauliflower, escarole, and shallots about the same.

Prospects are that production of lima beans, beets, cabbage, carrots, celery, and kale will be substantially down from last year. There are plentiful supplies of potatoes, sweetpotatoes, dry beans, and dry peas, and of canned and frozen vegetables.

SUGAR. The Secretary of Agriculture has established the 1951 sugar marketing quota at 8 million tons (raw sugar). This quota is expected to permit unrestrained domestic use of sugar in this country, and, at the same time, to permit larger stocks to be maintained -- especially desirable in view of the present international situation. The 1950 sugar marketing quota was 8.7 million tons, but not all of this sugar was consumed during the year.

FOODS TO FEATURE IN APRIL, JULY. See attached list from Production and Marketing Administration.

Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C. Telephone: Republic 4142, Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

March 6, 1951

F O R M A G A Z I N E F O O D E D I T O R S

Advance Information

FOOD FOR CIVILIANS. The total food supply will be larger this year than last. Americans should continue to be well fed, nutritionally speaking, for the 1951 diet is expected to include more than last year of meat and fishery products; fluid milk, cream, and ice cream; tomatoes, citrus fruit, and other fresh fruits; frozen fruits, canned and frozen fruit juices; and vegetables, particularly the leafy, green, and yellow vegetables. All these foods contribute major nutrients to American meals. Consumption of butter, vegetable shortening, and dried fruits may be somewhat smaller than last year.

FOOD FOR THE MILITARY. The armed forces will take more of the national food supply in 1951 than in any year since the end of the war, with particular emphasis on meats and some of the processed foods -- including fruit, vegetable, and dairy products. However, military takings of most foods will be offset by increased production and reduced exports.

GRAINS. Total stocks of wheat, rye, rice, corn, barley, and oats were relatively large on January 1. Because, however, higher demands for livestock, dairy, and poultry products require larger quantities of feed grains than are now being supplied, the Department of Agriculture is encouraging farmers to increase substantially their production of corn and spring wheat.

MEAT. Total supplies will be larger than last year, with increases in pork and beef. Lamb and mutton will continue scarce. Last year, civilians averaged 145 pounds of meat per person; this year's average may be 148 pounds. On January 26, all meats at wholesale and retail were placed under price control by the Economic Stabilization Agency.

FISH. Prospects are good for more fishery products this year than last. Except for canned salmon, supplies of canned fish will be plentiful. Imports of fresh, frozen, and canned fish are expected to be about as large as last year -- possibly larger.

POULTRY AND EGGS. Civilians ate more poultry and eggs during 1950 than in any year since 1945 -- more than 390 eggs per person, almost 25 pounds of chicken, and nearly five pounds of turkey. (That's a new record for turkey consumption.) Prospects are that we'll be eating poultry and eggs at the same high rates in 1951.

DAIRY PRODUCTS. Total stocks of dairy products, were about as large on January 1 as a year earlier. On a per person basis, civilians will be using more fluid milk and ice cream than in 1950; about as much cheese, evaporated milk, and dry whole milk; and less butter. There will be abundant supplies of nonfat dry milk solids (dried skim milk).

REMINDER. Single copies of Leaflet 275, How to Use Whole and Nonfat Dry Milk, are available free from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. The leaflet includes recipes for soups, main dishes, sauces, vegetable dishes, breads, dry mixes, desserts and dessert sauces, and beverages.

FATS AND OILS. Output of edible fats and oils will be nearly as large as last year's record output, with increased production of lard and margarine. Supplies of butter will be smaller than last year; supplies of vegetable shortening may be somewhat smaller. Peanuts and peanut butter will be plentiful.

FRESH FRUIT. Supplies of fresh apples continue much larger than a year earlier. Cold-storage stocks of apples on February 1 were the largest on record for that date. Fresh strawberries should be about as plentiful as a year ago. With better-than-average weather, they may be even more plentiful.

CITRUS FRUIT. Production is larger than last year. Grapefruit, oranges, and lemons will continue plentiful.

CANNED FRUIT AND FRUIT JUICES. Supplies of the major canned deciduous fruits will be about the same as last year, but supplies of canned fruit juices will be considerably larger. Canned pineapple and canned pineapple juice are coming in at about the usual rate.

FROZEN FRUIT AND FROZEN FRUIT JUICES. Stocks will be considerably larger than last year.

DRIED FRUIT. The 1950-51 pack is nearly one-third smaller than a year earlier.

VEGETABLES. Supplies of fresh vegetables from winter season crops, particularly cabbage, are much smaller than usual; supplies of canned vegetables are somewhat smaller than a year ago but adequate in total. Heavy consumer demand probably will encourage producers, canners, and freezers to grow and process more vegetables this year than last.

Military requirements will have more effect upon civilian supplies of canned and frozen vegetables and dry beans than upon fresh vegetables, potatoes, or sweetpotatoes.

SUGAR. Supplies are abundant. Total production of sirups, molasses, and honey will be about the same this year as last.

GARDENS AND HOME FOOD PRESERVATION. Leadership in home gardening and food preservation activities has been assigned to the Extension Service and State land-grant colleges. A fact sheet is being prepared and will be sent to you within a week or so.

FOODS TO FEATURE IN JUNE, SEPTEMBER. See attached list from Production and Marketing Administration.

Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C. Telephone: Republic 4142, Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

May 4, 1951

F O R M A G A Z I N E F O O D E D I T O R S

Advance Information

GRAINS. Supplies are more than enough to take care of domestic and foreign needs during the rest of the current marketing year, which ends June 30. Large crops of food grains -- wheat, rye, and rice -- are in prospect for 1951.

Because increased production of livestock, dairy, and poultry products requires larger quantities of corn and other feed grains, the Department of Agriculture is encouraging increased acreage of these crops. Supplies of food products made from the feed grains should be ample throughout 1951.

MEAT. Total production during the rest of 1951 is expected to be greater than a year earlier, with most of the increase again in pork. Beef production probably will be moderately higher, mostly in the later months of 1951, than a year earlier. Veal supplies will continue to get smaller, since livestock producers are still holding more than usual numbers for feeding or for breeding. Lamb and mutton supplies will also continue to get smaller.

Imports of meat may be smaller than last year, with less fresh beef from Canada and less canned beef from Argentina. Although the United States is now permitting imports from Mexico of canned beef, and some cured beef for reprocessing, these imports may not be large enough to offset reduced imports from Canada and Argentina. Imports are a comparatively small part of our total meat supply. Total imports in 1950, the largest since 1918, amounted to a little more than two pounds per person. (In 1950, total meat consumption per person in the United States averaged 145 pounds.)

FISH. Commercial fishing is now expanding seasonally and prospects are favorable for a good catch. So far this year, people have been eating more fish than a year earlier. Frozen fish have been especially popular. Consumption of frozen fishery products during the first three months of 1951 was more than 10 percent higher than for the first three months of 1950.

Total supplies of canned fishery products are large enough to meet anticipated needs, at least until the new pack comes to market after mid-year. There is less canned salmon than a year ago, but more canned tuna, pilchards, and Maine sardines. Supplies of shrimp, both fresh and frozen, seem to be somewhat larger than last year. Imports, particularly of frozen fishery products, are likely to remain large.

POULTRY AND EGGS. Supplies for civilians will continue large for the remainder of the year, even though military purchases will be greater than in 1950. Storage stocks of eggs, which will be drawn upon during late summer and early fall, when egg production is seasonally low, will be considerably smaller than in recent years.

More chicken and turkey meat will be available during the second half of 1951 than a year earlier. Prospects are good for large crops of commercial broilers and turkeys. Retail prices of both eggs and poultry probably will average higher than in 1950.

DAIRY PRODUCTS. For the year as a whole, consumption of dairy products per person will be about the same as in 1950, but the pattern of use may have changed slightly. People are drinking more milk than a year ago, thus leaving considerably less milk for the manufacture of such products as butter and cheese.

Consumption of fluid milk and cream for 1951 is estimated at slightly under 400 pounds per person, as compared with 385 pounds for 1950 and for 1949; butter consumption will be about 10 pounds per person, compared with 10.8 pounds in 1950; and cheese consumption about 7.5 pounds per person -- the same as last year. Consumption of ice cream, dry whole milk, and nonfat dry milk solids (dried skim milk) will be larger per person than in 1950, and that of evaporated milk about the same.

FATS AND OILS. For the year as a whole, total supplies of edible fats and oils will be large. There will be less butter and vegetable shortening than last year but more lard and margarine. Lard production will increase in the fall, when the spring pig crop moves to market. Peanuts and peanut butter will continue plentiful.

FRESH FRUIT. Weather permitting, the 1951 crop of deciduous fruit will be larger than last year's small crop. Current prospects are favorable for a fairly large crop of peaches from the 10 Southern States.

The strawberry acreage is about 15 percent larger than last year, so there should be plenty of berries for fresh use and for freezing. Last year, almost a third of the strawberry crop went into the frozen pack.

CITRUS FRUIT. It looks as if we'll have more California Valencia oranges from now to November than during the same months of last year. Lemons also will be plentiful.

CANNED FRUIT AND JUICES. Total supplies of canned fruit are expected to continue adequate until the new pack starts to market during the summer. There's a record pack of canned apples and canned apple sauce. Continued large supplies of canned fruit juices are in prospect for summer.

FROZEN FRUIT AND JUICES. Supplies of most frozen fruits are large enough to meet anticipated needs until after mid-year, when the new pack moves to market. There will be another large pack of frozen concentrated orange juice.

DRIED FRUIT. The 1950-51 pack of dried fruit was much smaller than the 1949-50 pack and prices are higher.

VEGETABLES. Because of unfavorable weather, production of fresh vegetables so far this year has been much smaller than a year earlier, with prices in general much higher. With a reasonable break on the weather, cabbage, onion, and watermelon crops for summer harvest will probably be about as large as last year; the early fall cabbage crop may be smaller.

Acreage planted to potatoes is substantially down from last year, but the crop will probably be large enough to take care of anticipated needs. The acreage planted to sweetpotatoes will be almost one-fourth smaller than last year's small acreage. Supplies of dry beans and peas will continue to be adequate if farmers carry out their present intentions for planting.

Demand for fresh, canned, and frozen vegetables is expected to continue strong throughout the year, and to maintain generally high prices.

SUGAR. Stocks in the United States are abundant, and ample supplies are being produced in Cuba, Puerto Rico, Hawaii, and the Philippines.

FOODS TO FEATURE IN AUGUST, NOVEMBER. See attached list from Production and Marketing Administration.

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Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C. Telephone: Republic 4142, Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

July 19, 1951

F O R M A G A Z I N E F O O D E D I T O R S

Advance Information

GRAINS: Total production for 1951 may be larger than for any year since 1948. The wheat crop is forecast at 1,070 million bushels, which is 16 million more than the June 1 forecast and practically an average crop. Rice production is expected to set a new high record, and the rye harvest will be slightly higher than in most recent years.

1952 WHEAT CROP: The wheat goal for 1952 is set at 78,850 thousand acres, a little more than the big acreage planted for harvest this year. With normal yields, the 1952 crop would total about 1,165 million bushels -- nearly 100 million bushels above this year's estimated production.

FEED GRAINS: With feed grain prospects favorable, output of meat, dairy products, poultry, and eggs should continue at a high level into 1952. The forecast for feed grains includes a corn crop of 3,295 million bushels, exceeded only twice, and a larger-than-average harvest of oats. Hay supplies will be the largest on record -- and it takes plenty of hay to produce meat and dairy products.

MEAT: We'll probably be eating more meat during the rest of 1951 than in the first half of this year or the second half of 1950, with substantially more pork and possibly more beef. Supplies of veal, lamb, and mutton will remain low. For the past three years meat consumption per person has averaged about 144 pounds. For 1951 it may average 146 pounds.

FISH: Fresh and frozen fish are expected to continue more plentiful than last year. There will be good supplies of canned tuna, pilchards, and Maine sardines, but canned salmon will be scarce for at least another year. Canned oysters are in fair supply.

POULTRY AND EGGS: More chicken, more turkey, and more eggs than during the last half of 1950 -- is the prospect for the rest of this year.

DAIRY PRODUCTS: Civilians keep right on drinking more milk than last year, which means considerably less milk for manufactured dairy products -- particularly butter. Cheese will be plentiful. As for the quantities of fluid milk and cream we are drinking, it looks as if average consumption per person this year may be ten pounds more than the 395-pounds-per-person average of 1950.

FATS AND OILS: Total output of edible fats and oils (excepting butter) is likely to remain high well into 1952, with good supplies of lard, and of the vegetable oils used in the manufacture of shortening, margarine, cooking oils, and salad oils. Peanut butter will continue plentiful.

For the first time on record, according to the Bureau of Agricultural Economics, butter consumption in 1951 may fall below ten pounds per person. Increased use of margarine is expected to offset, in large part, the decline in butter.

VEGETABLES: The potato crop may be the smallest in ten years. Although the number of acres planted to potatoes is the smallest since 1871, the yield is near the all-time record of 1950 — so there will be plenty of potatoes.

Production of sweetpotatoes is likely to be the smallest in more that 65 years. As of July 1, the crop was forecast at 35 percent below average and 32 percent below the 1950 crop. (Apparently many farmers were expecting other crops to be more profitable than sweetpotatoes.) The dry bean crop is forecast at ten percent below average, but with adequate carryover stocks, supplies will be ample.

The pack of canned and frozen vegetables is expected to be large enough to take care of both military and civilian demands.

FRESH FRUIT: As of July 1, the grape crop is forecast as the largest in history, the sour cherry crop may also top the previous high record, and crops of apples, pears, and plums will be above average. The peach crop won't be quite average -- in fact, slightly below -- but it will be one-fourth larger than last year. The forecast for apricots is a crop way below average.

The 1951 strawberry harvest is turning out to be the largest since 1942. At the end of June, there were nearly 124.7 million pounds of frozen strawberries in storage as compared with nearly 105.8 million pounds a year earlier.

FROZEN FRUIT AND FRUIT JUICES: With large packs in prospect for frozen strawberries, sour cherries, and frozen concentrated citrus juices, the total for 1951 may be even greater than the record pack of 1950.

CANNED FRUIT: Although the 1951-52 canning season is just getting started, it looks as if more fruit will be canned than during 1950-51. Canned fruit juices will remain in large supply throughout 1951.

CANNED FRUIT SET-ASIDES: The Department of Agriculture has established set-asides for defense use of the following items to be canned in the 1951-52 season: Apples, apricots, blueberries, blackberries, red sour pitted cherries, sweet cherries, Kadota figs, fruit cocktail, peaches, Bartlett pears, purple plums, pineapple, and pineapple juice. In spite of these set-asides, which are considerably larger than Government procurement from the 1950 packs, total civilian supplies of canned fruits are expected to be about as large as in 1950-51.

DRIED FRUIT: Production in 1951-52 will be greater than a year earlier, with considerably larger packs of prunes and raisins -- which usually account for more than four-fifths of the total pack.

FRUIT SPREADS: Preserves and jams, jellies, fruit butters, and marmalade are important in total fruit consumption, as the Bureau of Agricultural Economics points out. In 1949, according to a survey made by the Department of Commerce, commercial production of fruit spreads in the United States amounted to an estimated 531.3 million pounds. Of this amount, preserves and jams made up over 51 percent, jellies were second, fruit butters third, and marmalades last. Popular items were strawberry preserves, strawberry jam, grape jelly, apple jelly, apple butter, and orange marmalade. (For more details see The Fruit Situation released July 9.)

FIGS AND OLIVES: The fig outlook in California is favorable, reports the BAE, and a fine crop of olives is on the way. Olives in the Sacramento and San Joaquin Valleys "are well spaced on the trees and good sizes are in prospect."

TREE NUTS: "Above average" is the forecast for California almonds. California and Oregon walnuts, and Oregon and Washington filberts.

PEANUTS AND POPCORN: The peanut crop is making good progress and the popcorn harvest may be ten percent above average.

SUGAR: Stocks are abundant. There's plenty of sugar for home canners.

"USE OF FRUITS BY CHICAGO BAKERS." This is the title of Agriculture Information Bulletin No. 42, just issued by the BAE. Includes a lot of interesting facts gleaned from interviews with commercial pie bakers, including their own and their customers' favorites in fruit pies. Let me know if you want a copy.

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Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C. Telephone: Republic 4142, Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

(For release November 14, 1951, or thereafter.)

FOOD AND HOME NOTES

(Prepared especially for women's pages of newspapers and women's radio programs. Mailing list restricted)

In This Issue:

WIVES ON TRACTORS	Farm wives and mothers likely to do more farm work next year.
FILMSTRIP ON BEEF	For clubs or consumer groups.
FARM AND CITY WARDROBES	Comparison.
FARM FAMILY DIETS	Nutrients most likely to be short are calcium, vitamin A, and vitamin C.

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WIVES ON TRACTORS

Wives and mothers on the farm are likely to carry a larger share of the farm labor during the coming year, according to the U.S. Department of Agriculture. During the past year there has been a great exodus of people from farms, especially young unmarried men and women. If farm labor becomes scarce as sons are drafted, or as sons, daughters and hired hands leave for city jobs, it is the wife and mother who may have to step in and take over more of the farm work in addition to her homework.

Thus, the wife on the tractor or in the fields next summer is likely to be the older woman who is helping her husband with the crops but still has her usual jobs of cooking, laundering, and caring for the home and family. Whatever can be done this winter to arrange for more efficiency and greater labor-saving in homework will help to tide the farm family over any period of stress next year.

USDA 2691-51

(NOTE TO EDITORS: The following may be of interest both to food editors and women's club editors of your publication.)

FILM STRIP ON BEEF

A current topic of conversation among housewives -- meat, particularly beef -- may be the subject you would like discussed at the next meeting of your club or group. To help consumers in buying and using beef and to explain the Federal beef grading program, a new colored filmstrip has been prepared by the U.S. Department of Agriculture. Its title is "When It's Your Turn at the Meat Counter", and accompanying it are mimeographed notes for the speaker to use as the pictures are shown. The film may be of special interest to home economists, home demonstration agents and others in consumer education work.

The filmstrip includes color photographs that show and compare the five Federal beef grades --- Prime, Choice, Good, Commercial, and Utility. The lecture notes provide the discussion leader with a brief explanation of each grade.

Pictures are included also to clear up the confusion that exists for many people in the difference between grade and inspection stamps.....and their meanings.

In addition to the beef grade photographs, there are 12 color pictures of retail beef cuts. These cuts range from the T-bone and porterhouse steaks to shoulder arm and blade chuck roasts. The notes give the speaker a guide for discussing the general characteristics of these cuts in various grades and also a general cooking guide.

The 27-frame filmstrip takes a showing time of approximately 25 minutes. Copies of the filmstrip (USDA Catalog No. C-16) may be purchased from the Photo Lab, Inc., 3825 Georgia Avenue, N.W., Washington 11, D.C., at $4.00 each. A set of lecture notes will accompany each copy of the filmstrip.

The filmstrip and lecture notes were prepared by the Livestock Branch, Production and Marketing Administration, U.S. Department of Agriculture. This Branch administers the Federal meat grading program.

FARM AND CITY WARDROBES

Clothes no longer are easy clues for distinguishing city from farm people, according to Dr. Margaret Brew of the Bureau of Human Nutrition and Home Economics, U.S. Department of Agriculture. In reviewing wardrobe surveys of farm and city families made in the State of Minnesota in recent years, Dr. Brew reports that except for work clothes, both groups own much the same kinds of garments, but that farm people generally have somewhat fewer clothes and spend less on them.

As would be expected, occupation makes a difference in "work clothes". Farm men owned more overalls, work shirts, and heavy shoes and gloves for work. About half the city men had jobs requiring street or business clothes and city men owned more summer suits and topcoats than farm men.

As for the wives, again occupation apparently makes a difference in the wardrobe. More city wives had jobs outside the home, and they owned more skirts, blouses, suits, and fur coats than farm wives. Farm wives owned more heavy coats without fur, more overalls and cotton stockings.

Farm wardrobes generally were smaller -- that is, included fewer garments. Farm husbands and wives had from two-thirds to three-fourths as many clothes as city couples. Farm people also spent less on clothes. Farm men spent less than two-thirds as much for clothes as city men and their wives less than half as much as those in town.

Readymade rather than homemade clothes made up most of the wardrobe of both farm and city people. Very little clothing was made at home for the menfolks and house dresses and aprons were the only clothes for women made often at home. Farm women made more of their house dresses and aprons than city women.

The clothing surveys were made to provide facts for educational groups or those who work with families, and to answer questions often asked by such industries as clothing and fabric manufacturers.

FARM FAMILY DIETS

Calcium, vitamin A and vitamin C (ascorbic acid) are the three essential nutrients most likely to run low in farm family diets, according to Dr. Esther Phipard of the Bureau of Human Nutrition and Home Economics, U.S. Department of Agriculture. Dr. Phipard draws this conclusion from studies of rural diets in several southern states as well as in Ohio, Minnesota, New York and South Dakota during the past five years. Ironically enough, she adds, these three essentials could be amply and economically provided by cows and good home gardens.

The enrichment of flour and bread--and, in the South, of cornmeal and grits, now is helping to save farm family diets from critical shortages of riboflavin, thiamine and niacin. But farm people should look to their needs for calcium and vitamins A and C by planning for more home production and preservation of the foods which supply these nutrients, Dr. Phipard suggests. Though farm people generally appear to be better fed than they were 10 years ago, nutritionally speaking, many still are not getting all the nutrients in the quantities they need. The general pattern emerging from these recent diet studies shows shortages of milk -- for calcium; of such vitamin-C-rich foods as tomatoes, citrus fruits, and cabbage, for example; and of green and yellow vegetables -- for vitamin A.

Families in the South often run low on vitamin A in summer because this is the off-season for sweetpotatoes and leafy greens. Many southern families, especially in cotton and tobacco regions, have too little milk and thus are shy on calcium. But even in a fairly prosperous county in New York State, a recent study showed many farm diets below par in calcium and, in the spring, in vitamins A and C also. Home production of food generally tells the story of the diets of farm families. Those who have their own milk, fruits and vegetables the year around in ample supply usually fare best. Even when families can afford to buy most of their food, they generally don't make as good choices or eat as much of the nutritionally important foods as when they have foods direct from the farm.

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COMMENTS AND INQUIRIES

Address all correspondence on items appearing in the Food and Home Notes to: Helen C. Douglass, Press Service, Office of Information, U.S. Department of Agriculture, Washington 25, D.C.

USDA 2691-51-4

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

January 23, 1952

F O R M A G A Z I N E F O O D E D I T O R S

Advance Information

PRODUCTION GOALS: Farm production goals for 1952 are the highest in American history. Top priority goes to increased yields of feed grains, necessary for maintaining adequate supplies of meat, dairy, and poultry products.

MEAT: Total production in 1952 will be moderately larger than last year; average per capita consumption may rise a pound or two above the 139 pounds estimated for 1951. There will be more beef than last year but less pork.

Most of the increase in meat supplies will come during the first six months of the year. Although pork production is still above that of a year ago, by the end of 1952 it will be smaller than at the same time last year, while beef production will be larger. Increases are also expected in veal, lamb, and mutton, particularly during the latter part of the year.

Imports of meat probably will be considerably below the record level of 1951, as less beef will come in from Canada, Argentina, and Mexico. Pork imports from Canada, however, may be somewhat larger than in 1951.

FISH: Supplies of fish and shellfish in cold storage on January 1 were record large for that date — probably large enough to meet domestic needs until spring, when commercial production expands seasonally. Supplies of canned fish, however, because of the reduced 1951 pack, are expected to run lower than a year earlier, at least until the 1952 pack starts to market after midyear. Imports, especially of frozen fish fillets, are expected to continue large.

In 1951, total production of canned fishery products was about one-fifth smaller than in 1950. Although the canned salmon pack was up 7 percent, mainly because of more pink salmon, the canned tuna pack was more than 5 percent below the record 1950 output; canned California sardines were down more than 45 percent; and the Maine sardine pack was down 60 percent.

POULTRY AND EGGS: Egg consumption in 1951 reached the remarkable average of 406 eggs per person, and the number is likely to be even higher for 1952. Supplies of poultry meat were also record large last year, and may be even larger this year.

Turkey is becoming more popular for year-round as well as holiday meals. Good supplies, especially of small-size birds, will be on the market in months outside the usual turkey season.

DAIRY PRODUCTS: During 1952, civilians will probably use at least as much milk and cream in fluid form as in 1951, more ice cream, and about the same amounts of evaporated milk, condensed milk, dried whole milk, and cheese.

The trend toward use of more milk in fluid form means less milk for making butter. In 1952, for the first time, average per capita consumption of butter may fall to about 9 pounds.

FOOD FATS AND OILS: Large supplies are in prospect for 1952, and average consumption is likely to be greater than last year. Increased supplies of shortening, margarine, and perhaps lard and the vegetable oils used in such products as mayonnaise and other salad dressings will more than offset the decline in butter. Average per capita consumption of margarine for 1952 is estimated at 7 pounds.

FRUIT: Total supplies should be ample during the next five or six months, with considerably more oranges than a year earlier, but somewhat fewer apples, pears, and grapefruit. There will be more canned fruit, dried fruit, canned fruit juices and frozen fruit juices; and about the same amounts of frozen fruits and berries.

Stocks of frozen orange concentrate, on December 31, were nearly twice as large as a year earlier. Manufacture of concentrate from Florida's new record orange crop is well under way, and another large output is expected.

Prospective strawberry acreage, for the harvest this spring, is about 5 percent smaller than a year ago. Unless yields are somewhat higher than last year's above-average yields, we probably will have fewer strawberries this spring than last.

Banana imports are expected to continue about the same as in 1951, when the average per capita consumption was about 17 pounds. Among fresh fruits popular in the United States, bananas rank highest after oranges (28 pounds per person) and apples (25 pounds).

VEGETABLES: Supplies of fresh vegetables in 1952 probably will be at least as large as in 1951, and current high prices are expected to moderate considerably this spring, as production expands seasonally. Stocks of canned and frozen vegetables, excepting canned corn, are generally adequate. The 1951 pack of canned corn was 40 percent larger than the light 1950 pack, but the carryover at the beginning of the 1951 pack season was very low. This means that supplies will be somewhat short of demand, at prices at least as high as last year, until the 1952 pack is on the market.

The 1951 crop of white potatoes was a short crop — much smaller than that of any recent year — and of course is selling at very much higher prices. For 1952, the Department of Agriculture has suggested a moderate increase in acreage and production for white potatoes. The 1951 sweetpotato crop was by far the smallest in many years. Total supplies are only about half as large as usual. The Department has suggested a considerable increase in sweetpotato acreage for 1952.

Supplies of dry beans and peas should continue adequate. It is interesting to note that although retail prices for dry beans in 1951 were substantially higher than in 1950, consumption continued at the very high rate of nearly 9 pounds per person. Consumption of dry peas apparently continues about the same from year to year — three-fourths pound per person.

SUGAR: The world sugar situation is very good. Supplies for the United States will be adequate to meet all needs during the coming year.

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CONSUMERS' USE OF AND OPINIONS ABOUT CITRUS PRODUCTS, Agricultural Information Bulletin No. 50, 167 pages, 40 cents per copy, published in the Bureau of Agricultural Economics, includes results of a survey made "to provide information that would be helpful in promoting the consumption of the major citrus crops. The results contain data which should be of value to all who are concerned with the production and marketing of these products, with subsequent benefit to consumers." Single copies of AIB No. 50 will be sent free to you on request.

YOUR FARMHOUSE — PLANNING THE KITCHEN AND WORKROOM, Home and Garden Bulletin No. 12, Bureau of Human Nutrition and Home Economics, will be off the press shortly. This publication will include good information for city as well as rural families. A copy will be sent to you.

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Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C. Telephone: Republic 4142, Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

March 25, 1952

F O R M A G A Z I N E F O O D E D I T O R S

Advance Information

MEAT: Total meat production for 1952 is forecast as moderately larger than last year, with average consumption per person two or three pounds more than the 138 pounds of 1951. For the year as a whole, there will be more beef than last year but less pork, with the decrease occurring in the second half of the year. Supplies of veal, lamb, and mutton may be somewhat larger than last year.

Imports of fresh meat from Canada have been prohibited since February 25, when an outbreak of foot-and-mouth disease was discovered in the province of Saskatchewan. In 1951, the United States imported from Canada about 80 million pounds of fresh beef and veal, and smaller quantities of fresh pork and lamb. Imports of canned and cured meats still are permitted, but quantities of these products from Canada have always been small. The United States will continue to import canned beef from Argentina and other South American countries, and cured beef from Mexico.

It is important to note that meat imports represent a relatively small part of the total supply. In 1951, when meat imports were the largest on record, they accounted for about 3 percent of the total quantity of meat consumed by civilians during that year.

FISH: During 1951, as in the preceding three years, civilians ate an average of almost 11.5 pounds of fishery products (edible weight) per person. Consumption for 1952 is expected to be about the same. Commercial production will expand seasonally within a few weeks, with record cold storage stocks taking care of the demand until then.

Canned fish supplies are somewhat smaller than last year, but appear adequate, especially for tuna, to meet domestic needs until the 1952 pack reaches the grocers' shelves. The 1952 pack of canned fish will start moving to market in volume after the middle of the year.

Imports, particularly of frozen fish fillets, are expected to continue large.

POULTRY AND EGGS: Production of eggs may even exceed last year's record output, which permitted average civilian consumption to reach more than 400 eggs per person. Chicken meat supplies, because of increasing broiler production, may also exceed the 1951 record. Unusually large supplies of broilers are in prospect for the month of June.

Turkey growers plan to raise 11 percent more turkeys this year than the record output of 52.8 million birds of 1951. Beltsville Small Whites -- more suitable for average-size families than are larger birds -- will be popular. In Virginia, probably the leading State for small turkeys, producers plan a 35 percent increase over 1951.

DAIRY PRODUCTS: Civilians probably will consume at least as much milk and cream in fluid form this year as last; more ice cream; about the same amounts of cheese, evaporated milk, condensed milk, and dry whole milk; and less butter than ever before.

For an interesting account of why we are eating only half as much butter as 15 years ago, see The Dairy Situation, issued February 15 by the Bureau of Agricultural Economics. (Copies sent on request.)

FOOD FATS AND OILS: Supplies will be plentiful during the next few months, at relatively low prices.

FRUIT: There are large supplies, in total, of fresh oranges and of some processed fruits, mainly frozen or canned citrus products, canned peaches, canned fruit cocktail, canned apples and canned applesauce. All are expected to be relatively "good buys" during the next few months.

Commercial production of strawberries to be marketed this spring probably will be somewhat smaller than the large crop marketed last spring. Dried fruits continue plentiful. (Proximity of these two items reminds me of O.O. McIntyre's story of the ad for a Strawberry Festival. A footnote read: "Owing to the depression, prunes will be served." --Ed.)

Orange Juice: In 1951, for the first time on record, consumption of frozen orange juice slightly exceeded that of hot-pack canned orange juice. Quoting the BAE: "The consumption of these two types of juice combined was about equal to that of fresh oranges. In 1941, fresh oranges made up about 92 percent of total orange consumption. During the decade, total orange consumption increased about 41 percent."

VEGETABLES: Supplies of fresh vegetables from spring truck crops may be larger than last spring. Acreages planted to carrots and tomatoes have been increased considerably, and spring onion acreage will be very much larger than last year -- almost up to average.

Potatoes, Sweetpotatoes, Dry Beans and Peas: The Department's report on intended plantings for 1952, issued March 19, gives some preliminary information on supply prospects for the year beginning next July. Based on reports from farmers as of March 1, prospective plantings of potatoes are smaller than for any year since 1867; plantings of sweetpotatoes only 5 percent above the abnormally low plantings of last year; plantings of dry beans the smallest in more than 30 years; and plantings of dry peas the second smallest in 13 years.

"Acreages actually planted," says the BAE, "may turn out to be larger or smaller than indicated, by reason of weather conditions, price changes, labor supply, financial conditions, the agricultural program, and the effect of this report upon farmers' actions."

However, if farmers do plant the acreages they have indicated, and if yields by States approximate averages of recent years, production of potatoes will be a little larger than last year's small crop; production of sweet-potatoes, although 14 percent above 1951, the smallest since 1883; and production of dry beans and peas considerably below last year.

SUGAR: Supplies are adequate.

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FOOD GUIDE FOR OLDER FOLKS. Home and Garden Bulletin No. 17, Bureau of Human Nutrition and Home Economics, is proving to be very popular. If you want to offer it to your readers, single copies are free from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

THE 5TH PLATE. This 42-page book of charts, issued recently by the Production and Marketing Administration, states that for every four people sitting down to a meal in 1950 there will be another person at the table in 1975. The charts explain how much more meat, milk, and eggs will be needed to supply the oncoming population with about the same amounts as we have had in recent years, and how agriculture can reach those goals.

COMPOSITION OF FOODS USED IN FAR EASTERN COUNTRIES. Agriculture Handbook No. 34, BHNHE, shows the nutritional value of 362 different foods. Also includes an excellent bibliography, and common as well as scientific names of the more than 180 plant foods mentioned. Especially useful for scientists, educators, and technicians working with food problems of the Far East. For sale by the Superintendent of Documents, Government Printing Office, Washington 25, D. C. Price, 30 cents.

BREAD FORMULAS CONTAINING 6 AND 10 PERCENT MILK SOLIDS. This publication, from BHNHE, contains five formulas (first released in May 1950, now slightly revised), developed especially for schools and institutions concerned with the milk content of diets for children, convalescents, and others, who may wish to have bread baked to order by the commercial baker.

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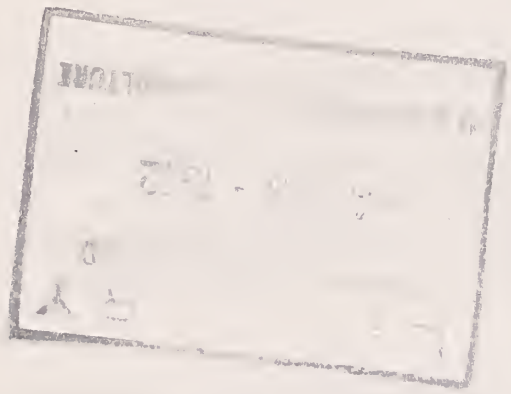
Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C.
Telephone: Republic 4142, Extension 6012.



UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

May 28, 1952

F O R M A G A Z I N E F O O D E D I T O R S

Advance Information

FOOD PRODUCTION IN 1952: It looks as if American farmers will be producing more food than ever this year, and for 1952 as a whole civilians may be eating slightly more per person, on the average, than in 1951.

Retail food prices in general probably will remain relatively stable for the rest of the year.

MEAT: Consumers can count on larger supplies of beef, veal, and lamb during the next few months than a year earlier, but pork will be less plentiful. For 1952 as a whole, meat production will be somewhat greater than for 1951.

FISH: The new pack of canned fish will be moving to grocery stores within a couple of months. Present stocks of canned fish aren't as large as stocks of a year ago, but there is more pink salmon and plenty of canned tuna.

Imports of frozen groundfish fillets (cod, haddock, hake, pollock, and cusk), and of frozen ocean perch fillets have been unusually large this year, and probably will continue heavy for the next few months.

EGGS AND POULTRY: Look for a new record in egg production. In 1951 the hens laid enough eggs to allow civilians an average of around 400 eggs apiece. For 1952 the average may be increased to 400-plus.

Chickens and turkeys continue in good supply. There should be plenty of fried chicken for Fourth-of-July picnics and later, and plenty of turkey for summer cold plates, salads, and sandwiches.

NOTE: Turkey and eggs are on the list of Foods to Feature for August.

DAIRY PRODUCTS: This is the season of heavy milk production, which means that dairy products will be seasonally large for the next few months. In addition to filling current needs, the dairy industry will store substantial amounts of cheese, ice cream, condensed milk, evaporated milk, and dried milk for sale later in the year, when milk production is seasonally low.

FATS AND OILS: Supplies of food fats and oils are large, and will continue large through 1952 and probably through most of 1953.

Margarine — both production and consumption — may reach a high record this year. After July 1, only seven States (Iowa, Minnesota, Montana, South Dakota, Vermont, Wisconsin, and Washington), will have prohibitions against colored margarine. These seven States have about 10 percent of the total population of the United States.

FRUITS: Prospects are good for another big crop of deciduous fruits. The strawberry crop will be the largest in ten years. As usual, a good-size part of the late spring strawberry crop -- which is to be harvested in June -- will go into the frozen pack.

Large stocks of canned fruits, carried over from last year's record pack, will take care of consumer needs until the new pack starts to market this summer.

The 1951-52 pack of dried fruits was about one-fourth larger than a year earlier, with more dried prunes and raisins.

Frozen orange juice concentrate will continue plentiful. Through late April, the output in Florida was more than twice the output of a year earlier.

VEGETABLES: It's a little too early to report on summer and fall vegetables. As of early March, farmers intended to plant smaller acreages than last year of cabbage and onions (summer crops), and slightly larger acreages of watermelons. Acreage planted to early fall cabbage may be slightly larger than last year.

Supplies of canned and frozen vegetables are relatively large.

Potatoes, Sweetpotatoes, Dry Beans and Peas: Although as of early March farmers' intentions to plant indicated a slight increase in the 1952 potato crop, compared with last year's crop (lowest since 1936), relatively high prices may encourage farmers to grow more potatoes than they planned in March.

The sweetpotato crop will be small, but probably about one-seventh larger than last year.

Crops of dry beans and peas probably will be small but adequate, since exports may not be as large as in 1951.

SUGAR: Supplies will continue plentiful.

HONEY: This commodity is on the list of Foods to Feature in October. Background material has been sent to you.

Leaflet 113, Honey and Some of Its Uses, published in 1936, contains useful suggestions on ways of using uncooked honey, as well as recipes for honey cookies, honey drop cookies, honey nut bread, and honey confections. Let me know if you need a copy for reference.

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Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C.
Telephone: Republic 4142, Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

July 29, 1952

F O R M A G A Z I N E F O O D E D I T O R S

Advance Information

BIG CROP IN PROSPECT: Total crop production in 1952 will be second only to the record set in 1948, according to the Crop Report released July 10 by the Bureau of Agricultural Economics. Rice may be a record crop, with corn and wheat near-record.

MEAT: Larger supplies of beef and veal, and probably of lamb and mutton, are expected during the rest of 1952 than a year earlier, but there will be smaller supplies of pork. For the year as a whole, meat consumption per person may average about two pounds higher than the 137.7 pounds of 1951.

FISH: Production is now at its seasonal peak, and will continue high for the next few months. The total pack of canned fish probably will be about the same as last year, with a much larger pack of Maine sardines but perhaps smaller packs of other popular fish.

Imports of frozen groundfish fillets (cod, haddock, hake, pollock, and cusk) and ocean perch fillets continue heavy and may set a new high record this year.

POULTRY AND EGGS: Total production of eggs, chicken, and turkey for 1952 is likely to be greater than ever before. The monthly output of eggs, however, for the next few months, may be lower than in the corresponding period of 1951.

Turkey growers, as of early January, planned to increase production by 11 percent over last year's record crop. Indications are that the growers have exceeded their intentions, which means more turkeys than ever.

DAIRY PRODUCTS: As usual at this season of the year, supplies of dairy products will decline during the next few months and retail prices will increase. For the rest of 1952, supplies will be smaller than a year earlier, with most of the decline in butter, cheese, and other manufactured products.

The Agricultural Situation for June 1952 contains a brief but enlightening piece on striking changes that have taken place in the dairy industry during the past ten years. The article is entitled "More People Now, With Little Increase in Milk Production." Author Herbert C. Kriesel, Bureau of Agricultural Economics, points out that even though milk production remains about the same as it was ten years ago, and the population has increased by more than 20 million, people still get their milk in one form or another.

For one thing, large quantities of skim milk formerly fed to farm animals, or wasted, is now sold and reaches consumers in the form of increased quantities of ice cream, cheese, and various skim milk products, including nonfat dry milk solids, skimmed milk drinks and cottage cheese. Will be glad to send a copy of the article to those interested.

FATS AND OILS: Supplies are large. Output of butter and lard will be down somewhat from last year, but production of margarine and shortening will be up considerably.

FRUITS: The 1952 deciduous fruit crop probably will be somewhat smaller than the large crop of last year, but there will be more sweet cherries and more peaches. In general, in the major citrus-producing States, prospects are good for the 1952-53 season.

The 1952 pack of canned fruits and canned fruit juices may be smaller than the near-record pack of 1951. Total supplies, however, in the 1952 marketing year ending next summer, are expected to continue large because of heavy carryover stocks from the 1951 pack.

The 1952-53 pack of frozen fruits and frozen fruit juices will be large. Increased production of frozen concentrated citrus juices will more than offset the reduced output of canned juices.

Dried fruits will continue plentiful.

VEGETABLES: Total supplies of fresh vegetables for the rest of 1952 are expected to be about the same as a year earlier, with perhaps more fall cabbage and early fall tomatoes.

There may be more potatoes than last year, and some increase in sweet-potatoes over last year's very small production. Crops of dry beans and peas will be smaller than in 1951, but total supplies, including stocks from previous crops, will be adequate.

Supplies of canned vegetables are relatively large. Stocks of frozen vegetables are record large for this time of year, with prospects good for another large pack.

TREE NUTS: The California almond crop is forecast at 13 percent above average; the walnut crop in California and Oregon at 14 percent above average; and the filbert crop in Oregon and Washington at 60 percent above average.

SUGAR: Supplies are adequate.

HONEY: On the list of "Foods to Feature" in October. Single copies of Leaflet 113, "Honey and Some of Its Uses," are still available.

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COFFEE: Copies of a mimeograph on "Coffee, Production and Consumption in the United States," revised as of May 1952, will be sent on request. During the past 40 years the per capita consumption of coffee in the United States has practically doubled, rising from eight pounds of roasted coffee in 1910 to 15 pounds in 1951.

DRY BEANS, PEAS, LENTILS ... MODERN COOKERY: Leaflet 326, prepared by Mary T. Swickard, Bureau of Human Nutrition and Home Economics, will be published within a few weeks. Gives modern methods of soaking and cooking based on research in the Bureau's laboratories, and includes around 36 recipes for main dishes, soups, salads, sauces, and purees. Copies will be sent to you.

THE CALCIUM CONTENT OF COMMERCIAL WHITE BREAD: Technical Bulletin No. 1055, July 1952, Bureau of Human Nutrition and Home Economics. Gives results of a study made to find how much calcium consumers are getting from white bread. Let me know if you want a copy of this technical bulletin.

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Prepared by Josephine Hemphill, Office of Information, Room 531, Administration Building, U. S. Department of Agriculture, Washington 25, D. C. Telephone: Republic 4142, Extension 6012.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

September 26, 1952

F O R M A G A Z I N E F O O D E D I T O R S

(Advance Information)

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CROP REPORT: According to the crop report issued September 10 by the Bureau of Agricultural Economics, the prospective wheat crop is the second largest on record, the corn crop fourth largest, and the rice crop will set a new record. Among other larger-than-average crops are sugarcane, sugar beets, grapes, cherries, cranberries, and pecans. The pear crop is near average.

Smaller-than-average crops are forecast for dry beans, potatoes, apples, peaches, and apricots; and very small crops for dry peas, peanuts, and sweetpotatoes.

Meat, poultry, eggs, and many other food products are expected to be in good supply during the next few months.

Note. The next Food News Letter will contain a detailed report on prospective food supplies for 1953, based on statistics collected for the Annual Outlook Conference. (See page 3.)

NEW PUBLICATIONS

BEEF, FACTS FOR CONSUMER EDUCATION, AIB 84, prepared by Irene H. Wolgamot, Bureau of Human Nutrition and Home Economics, will be published shortly. Copies will be sent to you. BEEF is the third in a series of booklets planned to provide source material for food editors, and for others who give consumers facts about food. (The first two in the series, AIB 32 and AIB 54, deal with tomatoes and peaches, respectively.)

The new bulletin on beef contains information on Federal inspection, quantities of beef used, and retail prices; on kinds, supplies, and sources; on nutritive value, prepackaged beef, aged beef, and processed beef.

Also, the bulletin includes sections on home canning and freezing; retail beef cuts (characteristics and methods of cookery); use in family meals, with suggestions for "getting the most for your beef dollar," and a page of typical questions from homemakers. Good questions and good answers.

DRY BEANS, PEAS, LENTILS...MODERN COOKERY, Leaflet 326, prepared by Mary T. Swickard, BHNHE, should be published soon. This leaflet gives modern methods of soaking and cooking based on research in the Bureau's laboratories, and includes around 36 recipes for main dishes, soups, salads, sauces, and purees. Copies will be sent to you.

HOW TO COOK OCEAN PERCH, Test Kitchen series No 6, by Dorothy M. Roby and Rose G. Kerr, Fish and Wildlife Service, U. S. Department of the Interior. This new illustrated bulletin includes more than two dozen recipes for ocean perch, marketed principally as frozen fillets. Ocean perch fillets are moderately priced and plentiful, and easily prepared for the table.

Copies of this publication are for sale by the Government Printing Office, Washington 25, D. C. Price 10 cents. (Please note that Interior, not Agriculture, gets the credit for this excellent bulletin.)

THE NATIONAL SCHOOL LUNCH PROGRAM -- A PROGRESS REPORT, PA-208, issued by the Production and Marketing Administration, U. S. Department of Agriculture, 1952. This publication reports progress of the National School Lunch program since 1944. Includes some interesting charts, comparing lunches in program and non-program schools, based on a survey made by the Bureau of Human Nutrition and Home Economics. Single copies of PA-208 will be sent free on request.

HONEY HAS MANY USES, Picture Story No. 91, a multilithed leaflet including seven photographs, (8x10 glossies available), is for release September 28. Copies free on request to the Press Service, Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Even though October has been selected as the special month in which to feature honey this year, stocks are plentiful everywhere and should continue so for several months.

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OUTLOOK CONFERENCE

The Annual Agricultural Outlook Conference will be held October 20-24 in the Jefferson Auditorium, South Building, U. S. Department of Agriculture, 14th Street and Independence Avenue.

During this 5-day Conference economists in the Bureau of Agricultural Economics, Extension Service, and the Bureau of Human Nutrition and Home Economics will outline the economic outlook for farmers for 1953.

Subject matter specialists will discuss the food situation for 1953, individual farm commodities, the demand and price situation, and the nutrition, housing, and textiles and clothing situations. Conference sessions will be open to the press. Copies of most of the speeches will be available, and 1953 issues of the Outlook and Situation reports will be distributed. Other publications to be issued during the Conference include these three:

Rural Family Living Charts, prepared by the Bureau of Human Nutrition and Home Economics. This publication presents, in chart form with brief text, the economic situation of farm families.

Agricultural Outlook Charts for 1953, prepared by the Bureau of Agricultural Economics. This book includes, along with other information, facts about food consumption.

Foreign Agricultural Outlook Charts for 1953, prepared by the Office of Foreign Agricultural Relations. Gives facts on world crop production and trade in such agricultural commodities as grains, livestock, fruits, coffee, and wool.

Let me know whether you want any of these publications sent to you, and whether you want a copy of the Outlook program, to be released a few days before the Conference.

Josephine Hemphill
Room 531, Administration Building
U. S. Department of Agriculture
Washington 25, D. C.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

November 25, 1952

FOOR MAGAZINE FOOD EDITORS

Advance Information

FOOD IN 1953: With normal weather, civilians should have at least as much food per person in 1953 as in the past three years. Retail prices are likely to average about the same as in 1952. Nutritionally, according to the Bureau of Human Nutrition and Home Economics, "available food supplies will continue to provide abundant and varied diets."

MEAT: Total meat production in 1953 is expected to be moderately larger than this year, with increased production of beef and veal more than offsetting a decline in pork. Production of lamb and mutton will be a little smaller than in 1952.

FISH: Prospects are favorable for plenty of fish in 1953, with probably at least as much fresh and frozen fish as in 1952. Supplies of canned salmon will be larger than this year, and supplies of canned tuna about the same as this year. The pack of Maine sardines is expected to be adequate, but pilchards (California sardines) are likely to be scarce.

Imports, especially of frozen fish fillets, may even exceed the high record reached in 1952.

POULTRY AND EGGS: Civilians can count on about as much chicken meat per person in 1953 as this year, but there probably will be fewer eggs per person and somewhat less turkey meat. However, egg supplies for civilians are expected to total as large as in any year prior to 1951, and supplies of turkey meat probably will be larger than in any year prior to 1952.

DAIRY PRODUCTS: Supplies of fluid milk and manufactured dairy products (excepting butter) will be about the same in 1953 as this year. Butter consumption may decline to about 8 pounds per person, which is about half the 1935-39 average. Margarine consumption reached a record of 7.7 pounds per person this year, and may show a further increase in 1953. Retail prices of dairy products probably will be at least as high as in 1952.

FATS AND OILS: Supplies of food fats and oils are expected to continue large. Retail prices of most fat and oil products are likely to remain somewhat lower than a year earlier, at least until next spring.

FRUITS: With average weather, there should be plenty of fruit in 1953. Predictions are for a deciduous crop moderately larger than this year, good supplies of canned fruits and fruit juices, and continued large supplies of frozen fruits and frozen fruit juices. The pack of frozen orange juice concentrate may be even larger than the high record of 1952. During the past year, consumption of frozen orange juice concentrate has increased right along with production.

Supplies of dried fruits, especially raisins, will be more than adequate. Imports of bananas are expected to be as large as in 1952, providing an average of about 18 pounds per person. Receipts of canned pineapple and pineapple juice from Hawaii, our principal source for these two foods, probably will continue high.

VEGETABLES: In response to the relatively high prices of recent years, farmers probably will devote more acreage to potatoes, sweetpotatoes, and fresh market truck crops in 1953 than this year. Total supplies of canned and frozen vegetables are expected to be adequate.

SUGAR: Supplies will continue plentiful.

NEW PUBLICATION

RECIPES FOR QUANTITY SERVICE, PA-212, September 1952, contains 15 recipes developed by the Bureau of Human Nutrition and Home Economics, designed especially for restaurants, cafeterias, hospitals, institutions, and college dining halls.

Recipes include Soup and Main Dishes: Onion-tomato soup, baked stuffed tomato, baked beans, chicken-avocado cutlet, chicken-corn casserole, meat sauce for spaghetti, shepherd's pie, and turkey-macaroni casserole. Salads: Cole slaw, and jellied orange-grapefruit-avocado. Desserts: Cranberry crunch, custard pie, prune crunch, honey-nut spice cake, and lemon cream frosting.

Let me know if you want a copy of this publication.

NUTRITION INSTITUTE

THE NATIONAL FOOD AND NUTRITION INSTITUTE will be held Monday, Tuesday, and Wednesday, December 8-10, in the Jefferson Auditorium, South Building, U. S. Department of Agriculture, 14th and Independence Avenue. General sessions will be open to the press.

The Institute is sponsored by the Department of Agriculture, U. S. Public Health Service, and the Interagency Committee on Nutrition Education and School Lunch. Purpose of the Institute is to review the present food and nutrition situation in the United States and consider programs for improvement.

Will be glad to send copies of the three-day program to those interested.

Josephine Hemphill
Room 531, Administration Building
U. S. Department of Agriculture
Washington 25, D. C.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

January 28, 1953

F O R M A G A Z I N E F O O D E D I T O R S

Advance Information

MEAT: Total production for 1953 is now estimated to be about the same as last year, with more beef and veal likely to offset a decline in pork. Production of lamb and mutton will be somewhat smaller than last year.

Imports of livestock and meat from Canada, forbidden since February 1952, will be permitted after March 1 if Canada has no new outbreaks of foot-and-mouth disease. Imports of Canadian meat in 1951 were 82 million pounds of beef and veal, 22 million pounds of pork, and 3 million pounds of lamb and mutton -- a total of 107 million pounds. Imports for 1953 probably will total about the same as for 1951.

FISH: Should be plentiful in 1953, with probably at least as much fresh and frozen fish as in 1952. Supplies of canned salmon and canned tuna will be about the same as last year. The Maine sardine pack is about normal -- much larger than last year. The pack of pilchards (California sardines) was negligible during the season just finished.

Imports, especially of frozen fish fillets, continue to rise. Total imports may be greater than last year.

POULTRY AND EGGS: Chickens on farms laid 61,473,000,000 eggs last year, or more than five billion dozen, stepping up their 1951 record of 175 eggs per hen to 178. Eggs will continue plentiful, although prices for the first six months of 1953 are likely to be slightly above the abnormally low prices of a year earlier.

Supplies of chicken and turkey meat also will continue plentiful. Incidentally, in the 1952 turkey crop, one-fourth of the birds were Beltsville Small Whites and other small breeds, as against one-fifth in 1951.

Note that eggs, broilers, and fryers are on the list of "Foods to Feature" in April.

DAIRY PRODUCTS: Total supplies of fluid milk and most manufactured dairy products are likely to be about the same as in 1952; they may be larger. Butter will be in ample supply for the next few months, with prices lower than a year earlier. "Foods to Feature" for April include cheddar cheese, cottage cheese, nonfat dry milk solids, and buttermilk.

FATS AND OILS: Margarine and other food fats and oils will continue plentiful.

FRUITS: For the next few months most fresh fruits, except apples, are likely to be reasonably plentiful for this time of year. Apples from last year's crop, now in cold storage, are fewer than a year ago and prices are higher. The new crop will begin moving to market after the middle of the year.

CANNED AND FROZEN FRUITS: Supplies are adequate of canned fruits and fruit juices and frozen fruits and fruit juices. After mid-year, weather permitting, fresh and processed fruits should be plentiful.

DRIED FRUITS: Total supplies are large. Raisins are on the list of "Foods to Feature" for April and for May.

VEGETABLES: With average weather, supplies of truck crops should be larger during the next few months than a year earlier. Total stocks of canned vegetables are adequate; stocks of frozen vegetables are ample. There are more potatoes than last year but fewer sweetpotatoes. Potato and sweetpotato growers, encouraged by the relatively high prices of recent years, may plant larger acreages this year than last. Supplies of dry beans and peas are adequate, at prices higher than last year.

SUGAR: Supplies are plentiful.

NEW PUBLICATIONS

KNOW THE POULTRY YOU BUY. Color chart enclosed. Note particularly consumer information on inside and back folds.

PEANUT SNACK AND PEANUT SPREAD: POTENTIAL NEW PRODUCTS. Marketing Research Report No. 29, Production and Marketing Administration. Describes two new peanut products "favorably received" by consumers in Georgia. "Peanut Snack," in orange, maple, and chili flavors, was packed in 8-ounce rolls for slicing and wrapped in transparent film tubing. "Peanut Spread," in orange, maple, and chocolate flavors, was packed in 8-ounce jars. Let me know if you want a copy of the report.

Josephine Hemphill
Room 531, Administration Building
U. S. Department of Agriculture
Washington 25, D.C.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

March 27, 1953

F O R M A G A Z I N E F O O D E D I T O R S

Advance Information

CONSUMER'S-EYE VIEW: Indications are that we'll have about as much food this year as last, with retail prices only slightly lower. Carry-over stocks are large, and if the weather is at least normal, crop production is likely to be as large as in 1952.

MEAT: Supplies for the year probably will total about the same as for 1952, but there will be much more beef and veal and 12 to 15 percent less pork. Lamb and mutton supplies are likely to be a little smaller than last year. Retail prices of beef, veal, and lamb are now considerably lower than in 1952 and will continue lower than last year. Pork prices are slightly higher than last year and will continue so throughout 1953.

Price controls on livestock and meat were ended February 6. Federal grading of meat is no longer required but is still available for distributors who want it.

Imports of fresh, frozen, and canned meats probably will be about the same as in 1952. Imports amount to about 2 percent of the total meat supply.

FISH: Indications point to adequate supplies of fresh, frozen, and canned fish, with retail prices slightly lower than last year. So far as the consumer's food dollar is concerned, fish will have more competition from meats and poultry this year than last.

POULTRY AND EGGS: Turkeys (large-size birds) and chickens will continue plentiful for the next few months. Egg supplies will be seasonally lower by mid-year but not much different from a year earlier.

DAIRY PRODUCTS: Milk production is running ahead of last year and more milk than usual is going into butter and cheese and other manufactured dairy products. Civilian consumption of dairy products is expected to total about the same as for 1952. Retail prices in general are below prices of a year ago.

FATS AND OILS: Supplies are large. In 1953, for the first time, average per capita consumption of margarine may be about equal to that of butter.

FRUIT: Orange and grapefruit groves in Florida and California have come through the winter in good condition. Trees in Florida, especially, have bloomed profusely -- presaging another large citrus crop next fall.

Apple, peach, and other deciduous fruit trees have also come through the winter in fine shape. Quoting a fruit specialist with the Bureau of Agricultural Economics, "The trees are just about ready to burst out with a great show of enthusiasm -- showing a fine zeal for producing a larger crop of fruit than last year." But, he warns, the fruit crop is always dependent on the weather, and the trees still have the hazards of spring to contend with.

VEGETABLES: Fresh and processed vegetables probably will be fully as plentiful as last year.

Potatoes and Sweetpotatoes: The potato crop -- if growers carry out present planting intentions, and if yields are normal -- will be about 11 percent larger than last year but 7 percent below the 1941-50 average. The sweetpotato crop will be almost 25 percent larger than last year but more than 33 percent below the 1941-50 average.

Dry Beans and Peas: According to March 1 reports, the second smallest dry bean acreage in 30 years is in prospect for 1953. As for dry peas, it looks as if the acreage this year will be about 3 percent above the very small acreage of last year, but less than one-half the 1942-51 average.

SUGAR: Supplies will be somewhat less than last year, but adequate.

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NEW PUBLICATIONS

FACTS ABOUT BEEF. Fact sheet enclosed gives characteristics and methods of cooking retail cuts, and sources of further information, including Family Fare, Home and Garden Bulletin No. 1, and Meat for Thrifty Meals, F.B. 1908.

Savory Beef Dishes. Also enclosed is a mimeographed leaflet of recipes for broiled steak, pot roast, braised steak and onions, stuffed flank steak, ragout of beef, and Swiss steak.

SCHOOL LUNCH RECIPES FOR MAIN DISHES AND DESSERTS. PA-222, February 1953. Recipes, given in portions to serve 100, were developed by the Bureau of Human Nutrition and Home Economics and tested by school children in 19 States.

Index to Recipes. Main dishes: Cheese-meat loaf, ham and bean scallop, liver-sausage loaf, sausage shortcake, scrambled eggs and cheese. Salad: Pork-apple. Desserts: Date-peanut butter pudding, honey date cookies, orange coconut custard (with cottage cheese). Let me know if you want a copy of PA-222.

WHY WHACK THEM UP? This illustrated article, from Marketing Activities for December 1952, tells about merchandising schools in which 10,000 retailers in 25 States have been shown how to improve methods of selling chickens, turkeys, and eggs to homemakers. For example, how to cut up chickens so that there is more breast meat and more leg meat, and how to cut up a turkey into parts for retailing. Reprints available on request.

THE AMERICAS FACE UP TO THREAT OF COFFEE RUST. This article in Foreign Agriculture for March 1953 describes the round-the-world trip of Cowgill and Wellman, U.S.D.A. technicians who set out to find coffee varieties resistant to Hemileia rust, a devastating disease that threatens the coffee industry. Good background story for those interested in the coffee situation. Reprints available on request.

Josephine Hemphill
Room 531, Administration Building
U. S. Department of Agriculture
Washington 25, D. C.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

May 28, 1953

F O R M A G A Z I N E F O O D E D I T O R S

Advance Information

USDA NUTRITIONISTS, looking over the food supply for 1953, report that U. S. civilians will be about as well nourished this year as last. Important food sources of major nutrients will be relatively plentiful -- dairy products, fruits and vegetables, meat, poultry, and fish.

More sweetpotatoes than last year will mean a slight increase in Vitamin A. Continued enrichment of grain products will add iron and three B-vitamins to the national diet. On the other hand, because of less pork than last year, there will be a slight decrease in thiamine and fat, and a 1 percent decrease in food energy (calories).

MEAT: Much more beef and veal than in 1952, slightly more lamb and mutton, and about 15 percent less pork is the meat story for the rest of the year. Total supplies, however, are likely to be about the same as in 1952.

Better grades of beef, from grain-fed cattle, will be plentiful during the next few months. In the fall, a large part of the beef supply will be of medium and lower grades, from grass-fat cattle.

FISH: The month of July, reports the Fish and Wildlife Service, is the time to feature fresh fish and shellfish, for that's the season of near-peak production for such salt-water fish as halibut, ocean perch, haddock, salmon, whiting, crabs, flounder, sole, scallops, sea bass, lobsters, clams, rockfish, scup or porgy, and probably mackerel. There should also be plenty of such fresh-water fish as whitefish, yellow pike, lake trout, carp, chubs, and buffalofish.

Both fresh and frozen fish, and probably one or more of the canned fish, are likely to be plentiful in September. As for December, the Fish and Wildlife Service declines to be too specific, but anticipates plentiful supplies of frozen fish and possibly of some canned fish.

POULTRY AND EGGS: For the year as a whole, slightly more chicken is in prospect than for 1952, with fully half the chicken meat supplied by specialized commercial broilers.

Turkey will be less plentiful than in 1952, although present stocks in storage are ample, especially of large-size birds. Supplies of turkey throughout the summer will be about the same as last summer.

Egg production may be slightly below the high record of 1952, which provided an average of 407 eggs per person.

DAIRY PRODUCTS: Milk production for 1953 is likely to be greater than for 1952, with more milk than last year going into butter, cheese, and nonfat dry milk solids.

FATS AND OILS: Supplies are large. Margarine consumption probably will be greater than last year. Only two States, Minnesota and Wisconsin, now prohibit production and sale of colored margarine. Lard consumption will be about the same as in 1952, with a greater proportion being used in shortening compounds.

FRUIT: It is still too early to do much predicting, says a USDA fruit specialist, because the fruit crop is now "in the difficult stage of great uncertainty. Any day or night anything can happen. Frost, hail, winds, drought -- all have to be reckoned with."

However, with average weather from here on, apple, peach, pear, and other deciduous fruit crops may be somewhat larger than last year's below-average crops. Peach orchards in the 10 southern early States look good. Peaches from these States come on the market in June and reach heavy volume in July and August.

In Florida, output of frozen orange juice concentrate through May 9 was slightly larger than a year earlier, and there was quite an increase, (over last year at the same time), in the output of such other frozen juices as grapefruit, blended orange and grapefruit, and tangerine.

Current supplies of canned and frozen fruit should see us through until the new packs are ready, in the summer. Dried fruit will continue plentiful.

VEGETABLES: Prospects are good for the leading summer vegetables, which include, among others, cabbage, cantaloups, carrots, onions, green peppers, and watermelons.

If growers carry out March planting intentions, and if the weather is normal, potato production is likely to be greater than last year; sweetpotato production considerably greater than last year's very small crop; and production of dry beans and peas much smaller than last year.

Supplies of canned and frozen vegetables are large enough to take care of expected needs until the new packs are on the market.

SUGAR: Supplies are plentiful.

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TOMATOES ON YOUR TABLE. Leaflet No. 278, Bureau of Human Nutrition and Home Economics. Revised May 1953. Copy enclosed.

RECIPES FOR QUANTITY SERVICE. PA-223, BHNHE, May 1953. Recipes, in portions to serve 25, 50, and 100, were designed especially for restaurants, cafeterias, hospitals and other institutions, and college dining halls.

Index to Recipes in PA-223: Soup, main dishes: Chicken pimento soup, scalloped eggs with ham, ham pinwheels, Fiesta hamburgers, tamale pie, stuffed acorn squash, barbecued lima beans. Vegetable and salad: Beets with orange sauce, potato salad. Bread: Ginger muffins. Desserts: Apple swirls, lemon sauce, orange pie, peach roll, peanut-oatmeal cookies. Let me know if you want a copy of this publication.

Josephine Hemphill
Room 531, Administration Building
U. S. Department of Agriculture
Washington 25, D. C.

UNITED STATES DEPARTMENT OF AGRICULTURE
Office of Information

July 27, 1953

F O R M A G A Z I N E F O O D E D I T O R S

Advance Information

MEAT: As every food editor knows, beef is the big meat story right now and for several months to come, with less expensive cuts especially plentiful. Beef output for the year may be large enough to provide an average of 73 pounds per person, which is equal to the record reached in 1909.

Veal, lamb, and mutton are also in bigger supply than last year. Pork is scarcer.

Retail meat prices for the last half of 1953, with the possible exception of pork, will average lower than a year earlier.

FISH: Fishery products -- fresh, canned, and frozen,-- are expected to be plentiful enough during the next few months to provide as much fish per person as a year earlier, with retail prices perhaps somewhat lower.

POULTRY AND EGGS: The forecast for 1953 is more broilers than last year, fewer turkeys, and adequate supplies of eggs.

Last year turkey farmers produced a record 60 million birds. Prices were abnormally low. This year, on recommendation of a Government-sponsored industry conference, growers produced fewer turkeys, with a greater cut in small-size birds than in large sizes. There will be plenty, however, for Thanksgiving and Christmas and the rest of the winter.

DAIRY PRODUCTS: The cows did very well this year and more milk than usual has been going into butter and cheese. The ice cream cone set should be especially happy, with so much milk on hand for making their favorite summer treat.

Retail prices of dairy products are averaging slightly lower than for 1952.

FATS AND OILS: Supplies are large, although there will be less lard during the rest of the year than during the second half of 1952.

FRUIT: Prospects, in brief, as of July 1: A slightly smaller deciduous fruit crop this year than last, with more apples, peaches, apricots, plums, and sour cherries, but smaller crops of grapes, pears, strawberries, and sweet cherries.

During the present marketing year, ending in mid-1954, total supplies of canned fruit and canned fruit juices and frozen fruit and frozen fruit juices will be adequate, but perhaps slightly smaller than a year earlier. Prices will be slightly higher.

The dried fruit pack probably will be about the same as last year.

VEGETABLES: Summer food shoppers have a seasonal abundance of vegetables to choose from, including cantaloups, watermelons, snap beans, celery, sweetcorn, green peppers, and tomatoes.

Bountiful supplies of these and other vegetables more than offset smaller supplies of beets, cauliflower, cucumbers, eggplant, green peas, spinach, and lettuce. The biggest decrease is in the lettuce crop, which may be more than 10 percent smaller than last year.

Canned tomatoes, tomato juice, and other tomato products, as a group, are plentiful this summer, but the total tomato pack for 1953 probably will be much smaller than the 1952 pack.

Packs of other canned vegetables, and of frozen vegetables, are likely to be at least as large as last year -- some may be larger. Prices will be about the same.

Crops of potatoes and sweetpotatoes, dry beans and peas, are expected to be quite a bit larger this year than last. Prices will be considerably lower than last year.

HONEY: There's lots of honey. Beekeepers are asking the U. S. Department of Agriculture to call attention to that fact, especially in October.

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TIMELY PUBLICATIONS

BUREAU OF HUMAN NUTRITION AND HOME ECONOMICS, What It Is...What It Does. HNHE 112, June 1953. This new booklet traces the history of the Bureau and describes current research. Copy enclosed.

NATIONAL FOOD AND NUTRITION INSTITUTE, Agriculture Handbook No. 56, July 1953. A comprehensive report of the Institute held last December in Washington, D. C. Includes papers presented by outstanding authorities in nutrition and related subjects. Copy enclosed.

RECIPES FOR QUANTITY SERVICE, PA-226, issued this month, contains 15 recipes developed by the Bureau of Human Nutrition and Home Economics, given in portions to serve 25, 50, or 100, and designed especially for restaurants, cafeterias, hospitals, institutions, and college dining halls.

Recipes include Soup and Main Dishes: Ham chowder, fish souffle, macaroni and cheese, breast of lamb Creole, pork savory. Vegetables, Salads: Cabbage with tart sauce, zucchini with sour cream, chicken-avocado-rice salad, jellied summer salad. Breads: Oatmeal rolls, rice muffins. Desserts: Honey pecan tarts, peanut butter cookies, pineapple upside-down cake, spicy bread pudding.

Let me know if you want a copy of this publication, PA-226.

BEEF. Copies of a fact sheet on beef were mailed to food editors early this month. Four other publications that may be useful to food writers in connection with the beef program are the following:

Beef — Facts for Consumer Education. AIB 84, BHNHE. Contains facts on nutritive value of beef, selection and use, and other market information.

Meat for Thrifty Meals. Home and Garden Bulletin No. 27, BHNHE. Includes tips on buying and storing meat and many recipes for beef. Recipes sound good: Beef birds, Swiss steak with macaroni, or smothered with onions, oven pot roast, sour beef with gingersnap gravy, brown stew, beefsteak pie, ragout of beef, beef and potato puff, and others.

Family Fare. Home and Garden Bulletin No. 1, BHNHE. Gives suggestions for buying, storing, and preparing beef, and 13 recipes for preparing different cuts. Recipes include braised stuffed beef heart, fried beef liver and bacon, and fresh or smoked beef tongue. This bulletin also gives menu suggestions. For example, with braised short ribs: Serve noodles, panned cabbage, carrot and raisin salad, and chocolate souffle.

U. S. Grades for Beef. Leaflet 310. Explains use of the Federal grades as a help to efficient buying.

Single copies of any of these four publications are free on request to the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

Josephine Hemphill
Room 531, Administration Building
U. S. Department of Agriculture
Washington 25, D. C.